

THE REPORTER OF
Direct Mail
advertising



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BUSINESS
REACH THE
HOT PROSPECT
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CONSUMER
BEHAVIOR
CAN BE
PREDICTED
• 19

ALLIED
CHEMICAL
WAS ON
TARGET
• 21

ANNOUNCING NEW, FAST SET-UP **WITH THE SIMPLIFIED PHILLIPSBURG INSERTER MODEL 7200**



The new
fingertip
SET-LOK
adjusting feature...

- REDUCES SETTING-UP TIME
- PERMITS FASTER CHANGE-OVER
- SIMPLIFIES INSERTING OPERATIONS

The SET-LOK eliminates adjusting tools!

Revolutionizing slow tedious mailing operations by automation was not enough...gathering as many as 8 items, inserting them in envelopes in any order desired, opening and closing flaps, moistening, sealing, printing, counting, stacking, all at the high continuous speed of up to 6,000 envelopes per hour...still was not enough!

Now, PHILLIPSBURG's new SIMPLIFIED INSERTER Model 7200 does so much more, in even less time with less effort...up to 7200 cycles per hour.

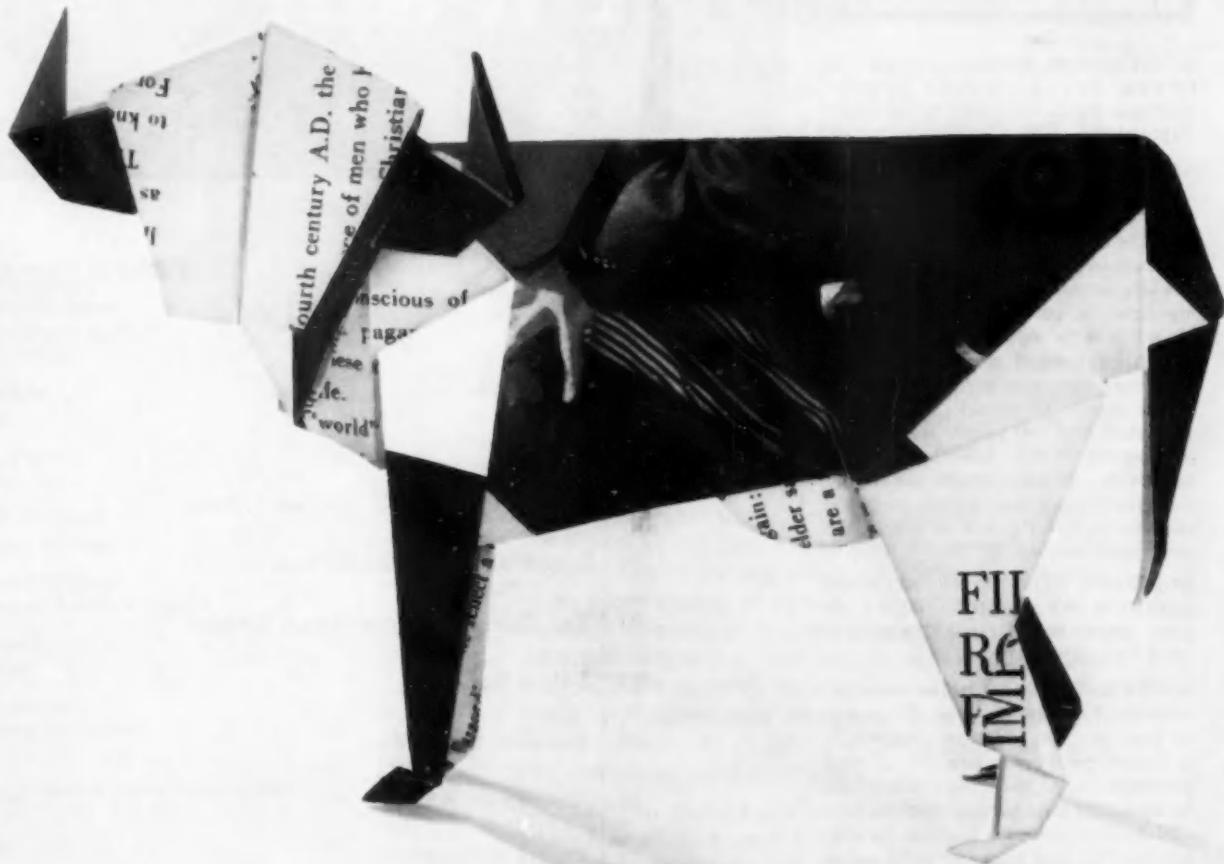
It is with pride that we can say...there is no other inserting and mailing machine like it. And we invite you to see the new Simplified PHILLIPSBURG INSERTER Model 7200. Write for complete information or call our nearest office for a preview right at your desk, in close up realism, in full color.

FINER PRODUCTS THROUGH IMAGINATION



**Bell & Howell Company
PHILLIPSBURG INSERTERS**

14 E. Jackson Boulevard, Chicago 4, Illinois
Available through Bell & Howell Canada, Ltd.



There once was a sacred cow among users of printing papers.

It said that only a heavy paper was bright and opaque enough for fine printing. Then Olin developed a new concept in papers called Waylite. It's a lightweight stock as opaque as many papers twice its weight, with extreme whiteness and great strength. Waylite gives you beautiful print-

ing results in halftone or line, black and white, and color. It can cut your postage in half, and reduce the bulk and weight of your printed material. Ask your Olin fine paper merchant about Waylite or write to us. See it, and you'll agree that it has turned one more sacred cow out to pasture.

PACKAGING DIVISION 
ECUSTA PAPER OPERATIONS, PISGAH FOREST, N.C.

**INSIDE
OCCUPANT MAIL**

OCCUPANT
239 N. 4th St.
Columbus 15, Ohio

QUESTION: IS THERE A WAY TO LEVEL OFF A "SALES BOOM" CAUSED BY OCCUPANT MAIL PROMOTIONS?

ANSWER: This problem arose early in the campaign of a large automotive retailer. Soon after each mailing there would be a period of intensive selling then a decline to the normal level. The problem was solved here by splitting the mailing into six groups. Each group was mailed a week apart. This "controlled promotion" resulted in a higher level of sales over the entire period covered by the mailings. Temporary sales people were eliminated and volume was handled in a normal manner. Customers got better service . . . more satisfaction. Inventory requirements were foreseen early and valuable time was gained to restock the items most wanted.

QUESTION: WITH NO BACKLOG OF RECORDS AVAILABLE, WHAT IS THE BEST WAY TO DETERMINE OUR TRADING AREA?

ANSWER: There are several successful methods. The best must be determined by your own best judgment. One way is to record the license numbers of your customers and trace their addresses through your state bureau of motor vehicles. Another method is to conduct a contest requiring your customers to fill out an entry blank. Still another is to make mailings with redeemable coupons (requiring the customers to fill in their names and addresses) into limited areas chosen with care by consultation with your Occupant Mailer.

After obtaining your customers' addresses "pin" their locations on a good map. The more "pinned" addresses, the more complete will be the pattern of your trading area.

There must be many questions and success stories about Occupant Mail that should be aired in this column. Send us your questions or story. We'll send you Will Storing's book "How to Think About Occupant Mail Advertising." A recognized authority, Mr. Storing presents many capsule case histories and tips about the profitable use of Occupant Mail. A valuable addition to your library.

Les Cullman, President

OMLA
OCCUPANT MAILING LISTS OF AMERICA INC.
239 N. Fourth St., Columbus 15, Ohio

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Direct Mail
advertising**

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Number Eight
December, 1961

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The Reporter of Direct Mail Advertising is published monthly at 224 Seventh Street, Garden City, L. I., New York. Subscription price is \$6.00 a year. Second class postage paid at Garden City, L. I., N. Y. and New York, N. Y. Copyright 1961 by The Reporter of Direct Mail Advertising, Inc. The Reporter of Direct Mail Advertising is independently owned and operated. In addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association, 230 Park Ave., New York 17, N. Y., receive The Reporter of Direct Mail Advertising as an Association service. Part of their annual dues pays for a subscription.

THE REPORTER OF DIRECT MAIL ADVERTISING

DM

*the magazine of
business promotion*

PUBLISHING OFFICES

224 Seventh Street
Garden City, L. I., N. Y.
Pioneer 6-1837

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HOW TO PUT ACTION INTO YOUR DIRECT MAIL

Over and over, direct mail has proved its ability to create leads for salesmen, dealers, distributors . . . open the door to sales against pressure from the toughest competition. And yet, with all that has been learned from studying measurable results, many an otherwise hard-headed firm sends out mailings—a letter, a brochure, a broadside—as though there were some other reason for spending money on advertising than **making money**.

Now, to broaden your understanding and to help you apply the tested principles of successful mail advertising, The Creative Division of James Gray, Inc. has created a new booklet titled, "How To Put Action Into Your Direct Mail". It is free and will be mailed to you without obligation at your request.

In just a few pages, and with concrete examples, the booklet explains how to plan an over-all mailing effort; build a mailing list of prospects; know **before** you spend money whether or not your mailing has a chance to succeed. You will discover how to use the same envelope that now merely carries your catalog or price list to bring back actual orders or pave the way for larger orders from your salesmen. You will have a check list of do's and don'ts based on years of mail advertising experience.

And you needn't suspect our motives in making this free offer. True, the booklet is devised to bring the creative services of James Gray to your attention. But we have made certain that it is a completely self-contained, shirt-sleeve booklet that you can use with no strings attached.

To receive your free copy of "How To Put Action Into Your Direct Mail" and have our years of experience guide your thinking and improve your results, write today. You will find the booklet a real value, indicative of the service we render.

The Creative Division OF JAMES GRAY, INC.

216 East 45th Street, New York 17, N. Y.
MURray Hill 2-9000

HORAN

Photo Engravers

POWDERLESS ETCHING
4 COLOR PROCESS
BLACK AND WHITE
ZINC AND COPPER

O D A
Engraving Co., Inc.
44 West 28th St., New York 1, N.Y.
MURRAY HILL 9-8585

BIG TRIAL KIT CLIPART

8.95 Value for \$1.

Bargain introductory offer proves "Clip Book" art saves you time and money. Top quality ready-to-use art for ads, printing, publications, direct mail, etc. Offset, letterpress, silk screen.

Many art proofs from "Art Director's Clip Kit" and "Clip Book of Line Art"—enough for dozens of paste-ups. Satisfaction guaranteed—no obligation—no strings. Merely attach \$1.00 to your letterhead. (Only one to a customer—and new customers only.)

Harry Volk Jr. Studio
Pleasantville 3, New Jersey

PROJECTION ART

Ready-to-use art on translucent stock for projectors. A specialized service for visual communications. Write above address for samples, prices.

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes, Reporter of Direct Mail, 224 Seventh Street, Garden City, L.I., N.Y.

Short Notes

Read this section with pencil in hand. Check the boxes next to Notes which particularly interest you, or mention an item you want to send for. Readers who use this section this way say it justifies their investment in the magazine many times over. Write directly to parties mentioned.

THERE SEEMS TO BE a publisher with a talented right hand that doesn't know what the left hand is doing. Within one week we received two different offers for two different books, both from this publisher. The first was for a sales guide and was presented in a plain black folder, die cut on the front to let the title show through from the lightweight first sheet beneath. In five pages, single spaced, the publisher described the book in detail and asked for the order. The copy was well written and the format dignified with an air of "importance." We've seen this format before and always liked it. Yet from the same house comes this approach: "A Request for your Editorial Opinion. Because of your management experience, I would greatly value your advice in helping us reach an important decision." As any one who sells books by mail can guess, the important decision was to be made by us. The editorial lead was nothing more than a set-up for a pitch. As many mailers pointed out during the recent convention (when a similar approach was discussed in general session) this deceptive approach not only harms the mailer but direct mail in general.

A FREE LANCE COPY SERVICE where clients can draw upon the talents of over 100 free-lance advertising copywriters has been established in Philadelphia under the name *Writers: Free Lance*. James Eysler, former copy chief in the Philadelphia office of Erwin Wasey, Ruthrauff & Ryan Inc. heads the new service. According to Eysler, the staff includes many highly talented writers who thrive best when free of organization routine. Others are high-priced writers in between jobs. Still others are technical and scientific writers with backgrounds in industry and university laboratories, or business publications, where they acquired specialized skills, notably in chemistry and engineering. All the writers are classified in files according to their background and

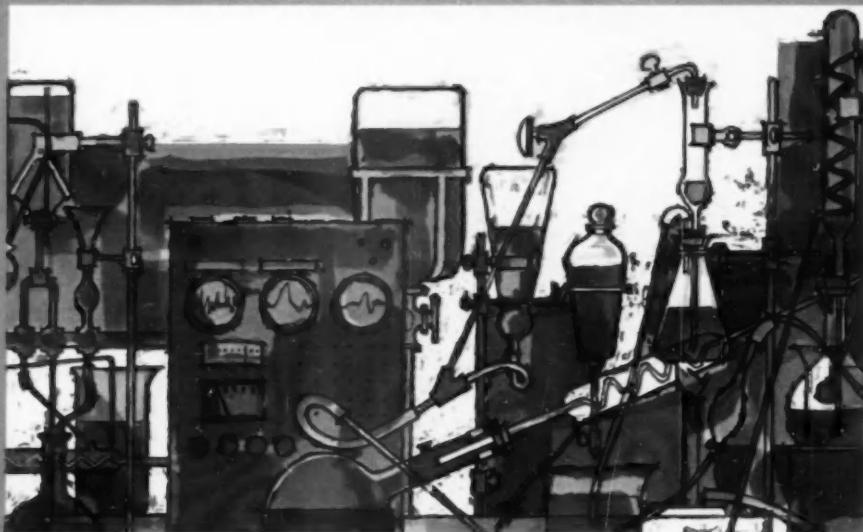
experience, with cross reference to companies and products. Hardly a product or service can be named, said Eysler, in which a registered writer cannot bring some experiences to the subject. *Writers: Free Lance* is located at 222 West Rittenhouse Square, Philadelphia 3.

A GOOD CIRCULATION PROMOTION effort from *Church Administration* came our way recently. Liked not only the colors used (olive and orange—not black) but also the format. Slitting open the flap the recipient is instructed to pull here on a colorful tab. When he does so the "letter" comes out a full 20". The pitch for a subscription at a slightly decreased rate covers one side, a roundup of editorial material to come the other. *Church Administration* is published by The Sunday School Board for the Southern Baptist Convention, 127 Ninth Avenue North, Nashville 3, Tennessee.

GOOD CHRISTMAS CARD IDEA. Mired down in a sea of worthless World Series tickets, The Baltimore Orioles in 1960 (when they finished second) mailed out a pair with each Christmas card to stockholders, friends etc. Spotted this item in American Marketing Service's *Open Doors*.

AN ELABORATE BOOKLET prepared by *Readers Digest* for Monsanto Chemical Company merchandises the latter's advertising in the monthly publication. Called "Chemistry's Most Unforgettable Character," the booklet deals with the popularity of Monsanto's cartoon character Dr. Synthesis, featured in all the Monsanto ads. These ads ran not only in the United States edition but in many of the publication's international editions as well. Besides illustrating many of the ads which had been placed in the magazine, the booklet also featured a lengthy unsolicited letter about the happy

3 ways to look and feel important



1

**Use Hammermill
Cover to make
a better
impression**

...for annual reports, booklets or catalogs where you want to combine beauty and protection. Hammermill Cover prints handsomely by any process. You'll find it scores and folds obediently.

Use Hammermill

**Cover to
attract
attention**



...for advertising mailers or other selling pieces, whenever you want a stock with a substantial feel...with strength to withstand rough handling in the mails...with a flash of color. Hammermill Cover offers you a choice of Radiant White and nine rich colors.

3

This side printed by OFFSET...for printing by Letterpress, see other side



The Golden Horn

PARKWOOD'S HOUSE OF FINE FOODS

Luncheon Specials

FRESH SLICED MUSHROOM OMELETTE with Home Fried Potatoes	1.55
SHIRRED EGGS with Seafood a la Newburg, en Casserole, Home Fried Potatoes	1.55
SEAFOOD A LA NEWBURG with Toast Points, en Casserole	1.55
DEEP FRIED FILET of BOSTON SOLE, Tartar Sauce, Cole Slaw	1.45
BRAISED SHORTRIBS of BEEF Jardiniere, Home Fried Potatoes	1.65
IRISH LAMB STEW with Fresh Vegetables, Steamed Dumpling, en Casserole	1.55
CHICKEN A LA CREOLE with Rice, en Casserole	1.55
SIRLOIN STEAK SANDWICH, Toast, Home Fried Potatoes	1.95
CHICKEN SALAD PLATE, Hawaiian Style, Garnished	1.60
COLD SMOKED WHITEFISH PLATE, Garnished, Potato Salad	1.60
FRESH SMOKED KIPPERED SALMON PLATE, Garnished	1.50
COMBINATION PLATE—Sliced Ham with Swiss Cheese, Potato Salad	1.60
CHEF SALAD BOWL A LA GOLDEN HORN, Salami, Chicken, Swiss Cheese	1.60
INDIVIDUAL CAN of TUNA, Sliced Tomato	1.45
COLD CHOPPED CHICKEN LIVER PLATE with Cole Slaw, Garnished	1.45
INDIVIDUAL CAN IMPORTED BONELESS and SKINLESS SARDINES, Potato Salad	1.45

Above Dishes Include Coffee, Bread and Butter

Special Sandwiches

Three Decker Club Sandwich: Sliced Turkey, Bacon, Tomato and Lettuce	1.25
Open Chicken Sandwich, Hard Boiled Egg, Sliced Tomato	1.10
Corned Beef Sandwich with Pickle95
Fresh Shrimp Salad Sandwich, Chopped Egg85
Tuna fish Salad Sandwich with Cole Slaw85
Chopped Chicken Liver Sandwich with Slice of Tomato, Onion, Cole Slaw85
Smoked Lox Sandwich with Onions and Cream Cheese on Rye85
Baked Ham Sandwich with Pickle85
Western Sandwich85
Deviled Egg Salad	

Today's Homemade

Apple Crunch Pie
Toasted Coconut Cream Pie
Peach Deep Dish
Sour Cream Cheese Cake
Fresh Strawberries and Cream

Use Hammermill Cover to build sales

...for menus, table tents, or any job where a good printing impression makes the best selling impression. Hammermill's exclusive Neutracer® pulp provides the firm, level surface good printing requires—offset or letterpress. Ask your Hammermill Merchant for a sample book and more information on versatile, hard-working Hammermill Cover.

HAMMERMILL COVER
Hammermill Paper Company, Erie, Pa.

The preceding page of this insert was printed by offset, this page by letterpress. Four-color and duotone reproduction on the offset side. Sheet size 25½ x 38, eight up. Paper is Hammermill Cover, substance 65, Radiant White, Antique finish.



This side printed by LETTERPRESS...for printing by Offset, see other side

Doctor and a critique of the advertising campaign by a noted West German advertising authority. A very fine job. You might be able to get a copy by writing to Pierre R. Wilkins, Public Relations Manager, Overseas Division of Montanto, 600 North Lindbergh Boulevard, St. Louis 66, Missouri.

A HOUSTON BUILDER, as quoted in *Living For Young Homemakers*, doesn't think much of direct mail's power to bring prospects out to see his model house. Of 169 prospects analyzed, 52 had come as a result of a newspaper ad, 50 from just "driving around" and so forth down to direct mail, last with 6. The last figure is not surprising since "people who are thinking about buying a house" is not a readily identifiable market, and a broadcast campaign is needed to get them to step forward. No mention was made whether the builder took down the names of prospects and followed up with a smart direct mail series to convert the window-shoppers into buyers.

FORTY DIFFERENT "flash bulletin" letterheads are available from National Creative Sales, 435 North Avenue, New Rochelle, New York. While this type of four-color sheet is not a new item, this set has been printed partly with DAY-GLO fluorescent inks, giving each design added color impact. NCS has a spiral bound catalog with samples of each sheet which you can probably get by writing on your business letterhead. Prices range from 8¢ each in very small quantities to 2½¢ each in lots of 25,000 or more.

WHEN IS A RESUME not a resume? When it's a promotion piece. Which is exactly the format Anne Smith of Fair-Mail Service, 417 Cleveland Avenue, Plainfield, New Jersey, has used to advertise her lettershop. Printed on grey stock with blue and black ink, the "resume" outlines the shop's experience, facilities, services available and some of its customers. Good job.

THERE ARE SO MANY LISTS that it is impossible for us to report on all the ones available, but occasionally some new ones are brought to our attention that we feel we ought to pass on. Allison Mailing Lists (329 Park Avenue South, New York 10) reports they have a list of 2,000,000 motor boat owners and the list will probably be 3 million by Spring. These are official registrations since in July 1960 the government required all states to register and number all boats of over 10 h.p. Shipman Mailing Service (556 High Street, Newark 2, New Jersey) is promoting—for the first time—810 manufacturers of swimming pools, 1,476 dealers and 23,553 owners—99% by name at their home address. And

FLOWER SEED—A Natural for Your SPRING PROMOTION!

25¢

retail value.
Costs you
as little as

**2¢
each!**

MARIGOLD
PETITE FRENCH MIXED



YOUR
advertising
message
printed on
back of
packet!



Asgrow Seed Company
CAMBRIDGE, NEW YORK

Flower Seed—Top Low-Cost Spring Promotion Item

Little as 2¢ each.

The most exciting new direct mail advertising device is an actual packet of flower seed.

Retail value is high—25¢. Cost is low—2¢ to 4½¢ each, depending on volume. Minimum order is 1,000 packets. Your price gets down to the 3¢ level at a 15,000 packet quantity. And the price includes one color imprinting of your sales message on the packet back; a 2" x 3" space is left for the purpose. The only extra charge is typesetting—usually \$5 to \$10 on the whole job.

Gardening is America's Number 1 hobby. Everyone wants flowers; everyone can use flower seed.

Available are zinnias, petunias, marigolds or calendulas.

To: **Asgrow Seed Company**
CAMBRIDGE, NEW YORK

Enter my order No. for a total

of packets.

..... Zinnias (min. 1,000)

..... Petunias (min. 1,000)

..... Marigolds (min. 1,000)

..... Calendulas (min. 1,000)

Copy for back of packet enclosed will follow

Date wanted

Name

Company

Street

City

State



YOU'LL NEVER KNOW

... whether we can help you improve the results you're getting from your direct advertising unless you inquire.

The Buckley Organization, Inc.
2106 Phila. National Bank Bldg.
Philadelphia 7, Pa. LOcust 3-0180

Now serving such clients as IBM Electric Typewriter Div. □ IBM Data Processing Div. □ IBM World Trade Corp. □ Master Safe Company □ Service Bureau Corp. □ Farm Journal □ Lummis & Co. (Div. of U.S. Tobacco) □ Purex Corp. □ Du Pont □ J. B. Lippincott Co. □ Hastings & Co. Inc.

get the
professional
approach
... to your
DIRECT MAIL



For a FREE roster of members of MASA, the professional creators and producers of BETTER direct mail, write to:

**mail advertising
service association**

INTERNATIONAL
622 5th St., N.W.
Washington 1, D.C.

finally, Herbert Dunhill (55 East Washington Street, Chicago 2) has 50,000 Women's Club Secretaries, by name at home addresses. We think the thing that caught our eye here was the hilarious photo of three matronly ladies (circa 1920) sitting grim-faced at a meeting. Caption below read: "Ya wanna make some dough off some nice old ladies."

□ **THE SUMMER 1961 ISSUE** of The Advertising Forum has as its lead article "Creating a Central Mailing Department" by Charles Watts, advertising director of Time Finance Company, Louisville, Kentucky. We enjoyed his clear concise writing and recommend this piece to anyone contemplating the institution of such a department. In the same issue, there's a wonderful two-page spread of some vintage advertisements for finance and loan companies that gave us a chuckle. Write to the National Consumer Finance Association, Suite 701, 1000 16th Street, N.W., Washington 6, D.C. and they may have a Summer 1961 issue they can spare.

□ **DIRECT MAIL ADVERTISING FOR SMALL RETAILERS** titles a Small Marketer's Aid available from the Small Business Administration, Washington 25, D.C. It is written by R. M. Lovejoy, Professor of Retailing at Drake University and is free for the asking. Good basics for the newcomer to direct mail at the retail level.

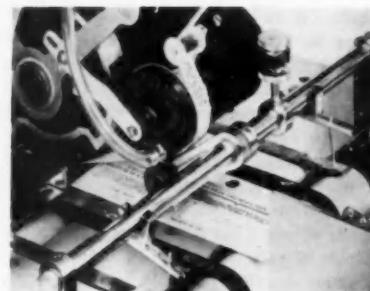
□ **FUN WITH FLOURO-COLOR** is an interesting booklet available from Flourographic Sales Division of Printing Arts Research Laboratories Inc., La Arcada Building, Santa Barbara, California. The booklet explains how to get a four-color effect on line drawings without going through the costly four-color process. After drawing the original in black line, the artist colors the sketch with Mylar overlays, first using yellow, then blue on another overlay, and finally red on a third. The process is described as easy-to-use and half as costly as four-color process. Full color illustrations depict the many effects that can be achieved through this process.

□ **4,000 "TICKET" INVITATIONS** mailed to an appliance dealer's customer list resulted in the sale of 58 major appliances within 3 days. The private "Back Door" sale, as it was called was not advertised through media but only with these special invitations to customers who had been on the books for one or two years. The cost involved was about \$300.

□ **A WELL PLANNED** and well executed booklet from Emery Air Freight, Wilton, Connecticut, explains to advertising and sales promotion managers how

their promotion programs can be expedited through the use of Emery's facilities. The booklet spells out in problem and solution form how to keep a deadline from becoming a "deadline." Copies are available by writing Dept. PDQ.

□ **A NEW TYPE ROTARY HEAD** heat transfer machine is being manufactured by Cheshire Inc., 1644 N. Honore Street, Chicago 22, Illinois. The new unit heat-transfers address imprints to printed



pieces from roll tapes or pack form masters prepared with carbon imprints on the reverse side. These tapes or forms can be prepared on all electronic data processing systems. Printed pieces can be fed into the unit at variable speeds up to 14,000 per hour. An automatic rewind feature permits re-use of the tape or form for additional heat-transfer addressing. Full details available by writing the manufacturer.

□ **LATEST MAGAZINE PUBLISHER** to get into the book publishing business is Esquire Inc. with its new division, Esquire Books. Lewis Gillenson, former editor of *Coronet*, will direct operations, and Sheldon Sachs will assume duties of promotion director. Among the books to be published will be *Fabulous Yesterday*, a picture and text study of *Coronet's* 25 years of publishing, and *Esquire's Great Men and Moments in Sports*. Prior to establishing its own book publishing division Esquire Inc. had been responsible for almost 25 books, all of them published by other publishers.

□ **AMERICAN EXPRESS** is on a new promotion kick and doing a good job of it too. While most promotion from credit card issuers seeks new card holders, this piece is mailed to current card holders in an effort to get them to use their cards more often. A simple gatefold folder, the front features a poker motif. At the top a pile of cards and chips with the line "Why carry a pack of cards . . ." Below, a reproduction of an American Express card, a pile of blue chips and one actual blue chip tipped to the folder. Continuing the caption, ". . . when one will do the job?" Inside copy invites the recipient to compare directories of the major card companies, pointing out that AmEx has

virtually more of everything. A business card from George Waters, vice president of American Express (30 Church Street, New York City) is overprinted in blue with "You already have the *most important card*." Card is clipped to the front of the folder.

THE HANDBOOK OF INDUSTRIAL DIRECT MAIL ADVERTISING, originally written by Edward N. Mayer Jr. (Dickie-Raymond) in 1955, has been revised and updated. It is available from the Association of Industrial Advertisers at \$3.00 per copy (or \$1.50 if you're an AIA member). Our comment? The book is well worth the price and ought to be on every industrial ad man's book shelf. You can secure copies by writing to John C. Freeman, President of AIA at 271 Madison Avenue, New York 16, N. Y.

NEW ENGLANDERS, mark your calendars. April 25 will see an All Day Marketing and Advertising Clinic at the Hotel Somerset, Boston, Massachusetts. The clinic is sponsored by the Eastern New England Chapter of the Association of Industrial Advertisers. Kenneth Brock, manager of market development of Fenwal Inc., Ashland, Massachusetts, is General Chairman of the affair. For further information and/or reservations, write Mr. Brock.

ADD CLASS TO YOUR KRAFT. A recent mailing from Bankers Life & Casualty Company, 4444 Lawrence Avenue, Chicago 30, Illinois, looked as if it had been mailed in a fancy expensive envelope, but closer inspection revealed it was nothing more than workaday kraft paper. BL&C had overprinted the plain Kraft with a white ink in the pattern of its circular logo. The effect gave the outgoing envelope and the enclosed business reply envelope a look of expensive golden paper.

THE ADVANTAGES OF MODERN LETTERPRESS is the name of a booklet being distributed free of charge by Horan Engraving Company, 44 West 28th Street, New York 1, N. Y. to buyers of printing throughout the metropolitan area. The 16-page booklet discusses quality, flexibility, fidelity and economy of the letterpress process. As you can tell from the title, few disadvantages are covered. If you'd like a copy of this booklet, you can get one from Harold Kelly, sales manager at Horan.

IF YOU CAN SPARE A FEW samples of your latest direct mail pieces, they'll be put to good use if you'll send them to A. T. Foulger-Edington, 423 Wilson Street, New Westminster, British Columbia, Canada. Mr. Foulger-Edington is preparing his Ph. D. thesis on the



Ansa-letter

wishes its

Accounts • Prospects • Friends

Suppliers • Competitors

Many Happy Returns

OF THE SEASON and throughout 1962

If you want to
do it better
Better switch to
Ansa-letter!

Ansa-letter

DIVISION OF LATHAM PROCESS CORP.
200 HUDSON ST., NEW YORK 13, N. Y.
PHONE: WOrth 0-4500



top awards in '61

for outstanding
sales promotion thru the
medium of DIRECT MAIL



*... proving authority in
the field we know best!*



FIFTH AVENUE
LETTER SHOP INC.
LITHOGRAPHIC ASSOCIATES INC.
110 Fifth Ave., New York 11, N.Y.
Code 212 - CH 2-5311

THE BEST DIRECT MAIL BEGINS WITH FINCH OFFSET

Its superior qualities of brightness, finish and formation give you outstanding printability. Its remarkable economy lowers your cost per inquiry. Order FINCH OFFSET now from the paper merchant in your area.



**FINCH,
PRUYN**

AND COMPANY, INC., GLEN FALLS, N.Y.
20 GLEN ST., GLEN FALLS, N.Y. — PHONE RX 3-2541

subject of direct mail, and needs them for evaluation and study. After it is completed the thesis will be reviewed and evaluated by a leading university in England.

situation is so confused that if you contemplate conducting a commercial contest, you better get competent legal counsel before spending any money on printing or promotion.

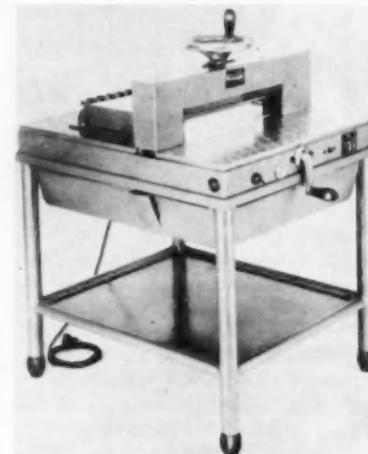
□ **TCF OF CANADA**'s dramatic and highly successful "tea cannister" campaign was the only Canadian entry to win a Direct Mail Leaders Award in the recent DMAA competition. This story is featured in our May 1961 issue. Now the agency who produced this campaign for TCF, National Marketing Ltd., 310 Victoria Avenue, Montreal, Quebec, will loan out the campaign to advertising and sales promotion interest groups for local instructional or exhibition purposes. This offer, says NML, also applies to associations, companies and other organizations. Available on a first come, first served basis, if interested write to NML's creative vice president, Ross Holliday at the above address.

□ **WE WERE INTERESTED** in a press release from Jesse Levine, president of Pantone, Inc. (461 Eighth Ave., New York 1, N.Y.). It was an intelligent press release, telling us about the interest in split-fountain printing since an article about the Pantone process first appeared in *American Ink Maker*. An interesting development. The special Pantone presses can print up to 25 colors in one impression with electronically-controlled split-fountains. They make it possible to get volume production at a high speed of precisely matched color swatches, color charts, magazine inserts, specimen books and displays where color is a style factor. If you would like a reprint of article and other information, write to Mr. Levine.

□ **IN JAPAN** they can boast of several magazines being published, and we enjoy receiving them even though we cannot read Japanese. One company is issuing a small-sized publication printed partly in Japanese and partly in English. Recently, we received a most elaborate booklet from the Dentsu Advertising Company picturing and describing winners of the annual awards for excellence in different forms of advertising. Direct mail is especially prominent.

□ **IF YOU ARE INTERESTED** in contests, you should be on the list to receive "Contest News Bulletins" issued monthly by D. L. Blair Corp., 1220 Broadway, New York 1, N.Y. These bulletins keep contest promoters up-to-date on what's happening to liberalize the confused state and federal laws relating primarily to "consideration" and "chance." As we reported previously, New Jersey recently changed its strict law relating to "consideration." Efforts to do the same in Wisconsin and Florida failed. The whole

□ **AN ELECTRIC PAPER CUTTER** that will handle stacks up to 2½" deep and paper up to 15" long is available through Michael Lith Sales Corporation, 145 West 45th Street, New York 36, N.Y. Called the Triumph Electric-15, the machine is described by Michael



Lith's president Morris Golde as acceptable as office equipment in buildings where factory type paper cutters may not be allowed. Full information available by writing Michael Lith Sales at the above address.

□ **GIFTS FROM MANY** parts of Europe can be brought through Shannon Duty Free Airport in Ireland. This oldest and largest free port, according to a recent release, has been shopped personally by a great many sales executives enroute to or returning from Europe. But few are possibly aware that Shannon also has a direct mail service through which gifts from Ireland, Germany, France, Japan and other European countries may be purchased, with the same duty free advantages, at considerable savings. A catalog from which gifts can be bought by mail is available by writing to Shannon Direct Mail, P.O. Box 600, Times Square Station, New York 36, N.Y.

□ **SOME PRINTERS** (and their customers too) are going back to the broadside type of format popular in the early days of direct mail. One came this month from the General Printing and Lithograph Co. of Los Angeles, Calif. It came as a self-mailer, measuring on address side, 8½" x 11". It opened four times to an inside spread of 34" x 44". Short captions carried through on each succeeding opening. The captions appealed to the printing buyer who had not been able to get good

service on rush jobs. The inside spread carried a huge drawing of Ben Franklin's head. Copy revealed that even Ben Franklin would have flipped if he had known about the new 24-hour rush service now being offered by GPL. A fine job. The only trouble we can find with the presentation is that the street address and city were missing from the copy, although telephone number was given. Only way we learned about the city was through an examination of the permit indicia. Otherwise, fine.

DID YOU KNOW that the airlines are requesting travelers not to use transistorized devices, such as tape recorders, while a flight is in progress? This stumbling block comes at a time when more and more businessmen are using recording devices on trips to put down information and observations for future use. But the airlines claim that some of these transistorized devices interfere with radio communications and some of the electronically-controlled airplane components. For the sake of safety, some of us tape addicts will have to conform.

LONE FIGHTERS against newspaper attacks on direct mail are becoming more and more effective. The trouble is, there should be more of them. Harry Maginnis has been particularly effective in making things hot for the *Washington Daily News*. That newspaper has continued to publish articles referring to the hated term "junk mail." Harry has sent two blistering letters to the editor of the *Daily News* with copies to all advertisers in the newspaper . . . especially those who use large amounts of direct mail. If you haven't seen these letters, write to Harry Maginnis for copies. Max Schmitt of The Business Mail Foundation, 230 Park Ave., New York 17, N. Y. recently sent out copies of a letter written by William Stroh, Jr., to the advertising manager of a large Newark, N. J. department store after an editorial appeared in the *Newark News*, headlined "Junk Mail Subsidy." Bill Holes of The Holes-Webway Co., St. Cloud, Minn. has done a wonderful job of pestering the United States Chamber of Commerce about their use of the term "junk mail" and their attitude toward increased postage rates. We think every reader of this magazine should be interested in helping to stop the competitive attacks on direct mail. You can do it by following the lead of Maginnis, Stroh, Schmitt, Holes and a few others.

TEACHING YOUR CHILD TO MANAGE MONEY titles a booklet available from Institute of Management Services, West Chester, Pennsylvania. IMS president Howard Dana Shaw tells us that quite a number of banks and two

large life insurance companies are using the booklet as giveaways and premiums to customers and prospects. Interesting sidelight on this booklet. A Houston bank made the front page of the local paper by mailing a copy to Joseph P. Kennedy. If you use booklets as promotion pieces, you might be interested in seeing this one. Send a self-addressed stamped envelope to Mr. Shaw at the above address.

A DELUXE FORMAT for a deluxe book: The Ziff-Davis Publishing Co. (1 Park Ave., New York 16, N. Y.) pulled

out all the stops to promote a new case-bound book titled *Wall Street . . . A Pictorial History*. The book will sell at \$17.50 per copy, but on a pre-publication offer to 15,000 people there was a \$14.95 price. For promotion piece, the outside envelope was 8½" x 11" with two cellophane windows . . . one for the address and one for a gold seal shining through. Both front and back of envelope showed bleed views of Wall Street and the book itself. Inside was a four-page letter printed in three colors, a broadside measuring 17" x 22" folded to



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WITH THIS BLACKMAIL BANK PROMOTION! Makes prospects take notice when you DEMAND their new to read your sales message. WRITE FOR FREE SAMPLE.

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SPECIALIZED MAILING LISTS

You can have custom-made lists compiled to your business requirements at prices you'd pay for regular stock lists. Tell us about the market you want to pin-point. Free list consultation and catalog.

KADLECK BUSINESS SERVICE

4031 DM Clayton Ave., St. Louis 10, Missouri

8½" x 11", also in three colors; a jumbo business reply envelope 5½" x 11" and a big order form printed on parchment paper, using lithography, bronzing and letterpress. The cost for the 15,000 test ran slightly over \$400 per thousand, or 40¢ each. Results of test not yet available.

find out what magazine(s) we are (or aren't) getting we'll report the details.

THE NEW YORK TELEPHONE COMPANY (and we presume other local companies) are mailing out a folder titled: "How to Make it Easier for Your Customers to Call You." Since area codes for long distance dialing will soon be in effect all over the country, the telephone company folder is asking all users to instruct their printers to include the code number on all letterheads, address labels, booklets, business cards, direct mail material, price lists, etc. To make things easier, the telephone company folder has a perforated section which users are supposed to tear off and send to the printer with their next order. The perforated section gives the printer permanent instructions to include the code number on all future orders. It also illustrates six ways the new telephone numbers can be printed.

NEIMAN-MARCUS of Dallas, Texas, is another user of separate sheets instead of a bound catalog. A recent mailing included a folder measuring 4½" x 6½". Inside lower flap created a pocket which held 36 individual sheets. The collection of sheets were printed on eight different colors and the colors were intermingled, creating a rainbow effect when the sheets were fanned out. Each individual sheet carried an illustration and description of one specific clothing, home furnishings or gift offer. Very attractive . . . but it must have been a difficult collating job.

KNOWING FULL WELL that *Coronet* would cease publication with its October issue, we ordered that magazine through a company that mails offers for many magazines in the same package. You may have seen this offer. You get stamps or some other device with which you can order up to four different magazines at the usual half price offer. We didn't order *Coronet* to "trap" the mailer, but only to see how he would handle the problem. Sure enough a week or so ago, a printed form letter came through saying in part "Thank you for ordering *Coronet* magazine. . . . However I am sorry to inform you that the publishers have recently decided to suspend publication . . . so we cannot fill your order." A duplicate of the original mailer was enclosed so we could make another selection, if we wished. That was fine until the next day when an almost identical letter arrived from the mailer: "Thank you for your order which is now being processed. However, one of the magazines you ordered, *Coronet*, has recently . . ." Since *Coronet* was the only magazine we ordered, we fail to see how this order is being processed. When we finally

SLOPPY PRESS RELEASES have been the target of many critical items in this magazine. For a change of pace, we should compliment organizations which do the job right. For a just about perfect example, we can turn to the Chemicals Division of Atlas Power Company, Wilmington 99, Delaware. Its latest release on Darco, used in coin-operated dry cleaning equipment, is neatly mimeographed on a special release form. Explanatory material attached is easy to understand and in one-two-three-four fashion. Such releases are a pleasure to receive and they stand out head and shoulders over the humdrum crowd. There is no excuse for dullness in press releases.

CONGRATULATIONS TO THE CREATORS of a new and unique house magazine. It's a 12-page, 4¾" x 10¾" affair produced for Kendall Industries, Inc., 5581 Air Terminal Drive, Fresno 27, Calif. (manufacturers of slide windows). The advertising agency which created it is The Lansdale Co., 471 S.

Fairfax Ave., Los Angeles 48, Calif. It is a completely offbeat journal which is hard to describe. They are trying to find a permanent name for it. First issue was called "Looking Out." Second issue labeled "Looking Farther Out." The publication is filled with jokes and far-out drawings. At one point in the second issue the editor says, "One guy wrote us a letter, 'What in the name of brown gravy is the purpose of such a booklet?' Oh boy, foxy us. We make it seem frivolous. Just to get you to read it. Because we know, deep down inside you are frivolous. Oh yes you are. Then, see, we sneak in facts about K-Slide Windows." We predict that "Looking Out" or whatever else it is called, will be popular in days to come. The agency ought to be able to dig up a few sample copies for readers of this magazine.

ERWIN F. STEFFEN of the A-1 Business Service (448 N. Prior Ave., St. Paul 4, Minn.) writes to comment on our note about the Somers, N. Y. situation. That was a case where the Somers zoning board, in granting a permit for a new golf club, insisted on a restriction which prohibited the golf club from advertising for members by mail. This restriction was later declared illegal since only the federal government can restrict the use of the mail. Mr. Steffen tells us that Minnesota has a law relating to the liquor industry which permits the use of all media for advertising except direct mail and house-to-house distribution. The law has been on the books almost since the time liquor was legalized back in the 30's. Perhaps the citations we printed on the Somers case would be applicable in Minnesota . . . if someone would challenge the law preventing the use of direct mail.

TEL-AVIV, ISRAEL now has a Better Business Bureau and it has been admitted to membership in the Association of Better Business Bureaus, Chrysler Bldg., New York 17, N. Y. Address of the Tel-Aviv Bureau is 3 Ahuzat Bayit St., Room 30, Tel-Aviv, Israel. The new BBB becomes the 119th affiliate in the BBB network which now extends throughout Canada and the United States and includes Mexico, Venezuela and Puerto Rico. More than 100,000 firms support the 119 independent bureaus with funds approximating \$6 million annually. Nearly 2½ million people call on Better Business Bureaus each year for information and assistance.

THE CARILLON HOTEL (Oceanfront at 68th St., Miami Beach, Fla.) uses a clever format to reach travel agents. There is a stiff paper three-wing jacket which when folded measures 4½" x 11¼". On one outside of the jacket there is a sign

reading, "For your files from the Carillon." On the other side there is a sketch of a four-drawer filing cabinet. The drawers are marked: "File - But - Don't Forget." Inside the jacket are several copies of each of five explanatory pieces about the hotel, its facilities and its prices. Very attractive.

MAIL ORDER BUSINESSES are plagued with "deadbeats" . . . people who regularly buy services or products by mail and then refuse to pay. We understand that about a dozen of the major mail order companies are considering a plan which may cut down on credit losses. The Hooper-Holmes Bureau, with 130 offices in the United States and Canada, has proposed setting up a national credit index for the mail order houses. Each participating house would send the names of deadbeats to the central office. Suspicious new orders could be checked by high-speed electronic equipment. The plan also involves personal calls on those who are delinquent with two or more companies. For further information, you should contact Michael J. Kelly, The Hooper-Holmes Bureau, Inc., 1 Liberty St., New York 5, N. Y.

THE DEPARTMENT OF COMMERCE is preparing a publication which will summarize what the advertising industry is doing on self regulation. Eldridge Peterson, formerly editor of *Printer's Ink*, now at Pace College, New York, is editing the material, which will show what the various media and the trade associations are doing to eliminate the widely publicized abuses in advertising. We think this is a step in the right direction and will look forward to reading the publication when ready for distribution.

THE BUREAU OF ADVERTISING of the American Newspaper Publishers Association is using a clever mailing piece to lash out at mail advertising in four different (highly questionable) conclusions. Read that sentence again. They are using a mailing piece to attack and downgrade direct mail advertising. But you can bet your boots that the members of the ANPA will pick up the attacks and you will see more editorials berating direct mail advertising. When such attacks occur in your community, you direct mail folks ought to get together and write or call on the editors. Such counter measures have been effective in some cities. You can get information on what to do by contacting The Business Mail Foundation, 230 Park Ave., New York 17, N. Y. or Associated Third Class Mail Users, 100 Indiana Av., N.W., Washington 1, D. C. •

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How Shoppers Information Service Helps Business Reach The Hot Prospect

by
Peter S. Fischer
Managing Editor

BEFORE OCTOBER 15, 1961, there was really no effective way for a seller of higher priced consumer merchandise to identify and reach a hot prospect—a hot prospect being a person who has committed himself to buying a particular item but is undecided about brand. Only the Yellow Pages of the local phone directory approached the concept of reaching the consumer at the critical moment when he is about to buy.

Mass media spreads the message to millions, hoping to reach a small percentage of active prospects in the overall audience reached. How large that percentage would be at any given time for any given product is impossible to determine. Consumer direct mail is a little more selective due to its ability to characterize current

buyers or owners and then apply those characteristics to a prospect market.

But even well planned direct mail cannot isolate the young married couple who suddenly decides to refurnish their living room in Early American.

Now a company has come along which promises to do just that. They will pluck the active buyer from his hiding place, and *with his permission*, send him a wide assortment of information on the particular product or products he plans to buy. The new firm is called Shoppers Information Service Inc., 366 Madison Avenue, New York 17, N. Y. It's headed by two ex-employees of O. E. McIntyre, Ed MacNeal and Bob Roderick. They confidently predict that their revolutionary technique will cut the manufacturer's cost of locating the active shopper by about 90%. The first wave of mailings, launched on the 15th of October, are only a prelude to mailings that will reach 30,000,000 families in 1962.

If brevity is the soul of wit, it may follow that simplicity is the essence of genius. For here in S.I.S., Ed MacNeal (President of the firm) has developed a prospecting method that defies criticism. It's so utterly simple that most people, hearing the plan for the first time, wonder why they hadn't thought of it themselves. Here's the way it works.

A simple mail package is sent to consumer households under bulk permit. The package consists of a printed two-color letter, a reply envelope and a request card. The letter introduces S.I.S. and explains the use of the request card.

The request card (see illustration) contains 60 different product or service categories. By affixing gummed stickers or checking the circles in front of no more than four of these products, the consumer—for one thin dime—can receive from S.I.S. a wide variety of manufacturer's literature on the products involved. This literature, compiled into what S.I.S. calls a Buyer's Kit, comes from many competing manufacturers, and is, in essence, a trade show in the prospect's mail box.

The offer is mailed to male-headed telephone households, eliminating the non-phone families and those headed by females, neither group being a particularly good market for large ticket consumer purchases. The 10¢ required with the card serves to further qualify the respondents and substantially reduces the number of curiosity seekers.

The amount of information a prospective purchaser will receive in his

Buyer's Kit will vary, depending upon the product areas he has indicated, and the number of competing manufacturers S.I.S. has signed up. There might be as many as five or six different brochures in a "Television Buyers Kit," for example. If more than that number wished to participate, the category might be further refined to "Television-Portable and Table" and "Television-Floor," or something of that nature.

When a Buyer's Kit is returned to the prospect, he also receives another request card which he can use at a later date to order information on other products.

Low Cost Message

The cost to the advertiser for each request fulfilled (including postage) is 25¢. Nominal extra charges are made for large sizes and heavy pieces. In its promotional brochure, S.I.S. says that the cost of developing inquiries or prospects, regardless of the media used, generally runs from \$2.50 to \$10.00 each. The cost of processing inquiries, once received generally runs 10-15¢, not counting materials. S.I.S. by prospecting for many products and many advertisers at once is able to reduce this cost to a profitable 25¢. They promote their service to the advertiser on the basis of 15¢ for processing and 10¢ for prospecting.

Companies subscribing to the kit mailings have the privilege of re-mailing the same shoppers on a solo basis and at a fixed time interval following the weekly kit mailing. Twenty-five specific mailing times have been designated at half-week intervals so that no two follow-ups can arrive at the same time. Subsequent follow-ups from the same advertiser must skip three time slots to allow other companies a chance. These follow-ups are charged to the advertiser at 8¢ each, including up to 2 ounces postage and normal inserting and addressing.

Consumers who return the request card are guaranteed that their names will not be divulged to participating advertisers by S.I.S. so it is up to each individual company to secure its own leads. This can be done by including a reply card or a discount coupon or some other action getting device returnable to the participating company.

The S.I.S. program is also sectionalized, so that advertisers may participate in only selected localities, if they wish. Eventually, 823 local shopping territories will be made available in any combination to participating companies.

The first effort, which is expected

to total 500,000 mailings to the New England area by January 1st, has brought forth a response which is low in number, high in quality and highly satisfactory to Ed MacNeal and Bob Roderick. Most of the respondents have requested more than one category with the majority asking for four.

A phone survey conducted after the first mailings went out indicated that the man of the house was a key factor in the decision to request the Buyer's Kits. It will be possible at a later date to tell if products have been bought because of S.I.S. advertising. An attempt to do so at this early date would be premature since most participants are promoting products or services which require considerable expenditure.

During the coming year, phone surveys, in-person interviews and the manufacturer's own follow-up procedures will all help determine the effectiveness of S.I.S. kits in influencing purchases.

Not surprisingly, the requests for different categories stick closely to the general industry sales level of the product involved. Automobiles, clothes washers and dryers and TV sets are among the most requested; travel information and hearing aids are near the bottom of the list.

Correlation of Products

There is an interesting correlation of product-wants which is developing as returns are tabulated. Totals are listed for each category, of course. But a separate list is also maintained showing what other information was requested. Some of the facts developed could be the basis for an interesting study by mailing list brokers on the parallels of product preference in spending disposable income.

For example, for all those who requested information on "Stocks & Investments," the top four other choices were Regular Autos, Travel, Compact and Smaller Autos, and Modern Furniture. For those who asked for "Interior Walls & Covering," the top four other choices were Early American Furniture, Vinyl, Linoleum and Tile, Modern Furniture, and Gardens and Lawns. Ed and Bob jokingly refer to another category as the "I Own A Yacht" Club, an allusion to the high number of replies who, asking for information on Inboard Marine Engines, also check off Sports Cars and other "visible" status goods.

Who Is Participating?

If S.I.S. had waited until prospect manufacturers had signed up for the program, this service would still be



MAIL TODAY - SHOPPERS INFORMATION SERVICE - REQUEST CARD

Above, the request card used in S.I.S. mailings. This particular card, with



only 48 choices, was tested early and discarded in favor of the 60 category card. Right, a happy Ed MacNeal contemplates an expected 30,000,000 mailing in 1962.

on the drawing board. The basic idea was conceived in Ed MacNeal's fertile brain a few short months ago and sparked a chain of events that saw his resignation from his Research Director's post at McIntyre (Bob Roderick, O.E.M.'s Creative Director left with him to become Vice President of the firm), a fruitful search for financial backing, location at the present Madison Avenue headquarters, and the preparation of the first mailings, many of which were tests. In the midst of this hurricane, Ed and Bob and the sales staff of five found time to secure a few accounts.

When the first replies came back, S.I.S.'s inventory was low and not very varied. To many people they mailed an apology card, thanking them for taking part in a test venture and giving them the opportunity to re-order information at a later date, free of charge.

With a substantial response of high quality inquiries, Ed MacNeal's chicken had laid a golden egg, and on the basis of the returns he and the staff concentrated more of their efforts on signing up new advertisers.

S.I.S. had been conceived as a sales promotion venture where results would be to some extent measurable, and the participating advertiser could reasonably expect a certain amount of active interest on the part of the inquiring consumer. But strangely, many of the advertising agencies

(through which S.I.S. first approached most of the advertisers) looked upon the plan as a straight advertising venture. Media men pointed out that cost of reaching buyers through S.I.S. was competitive with straight space advertising. (Of course, this only applied to larger ticket items as represented in the S.I.S. category list.)

With the encouraging response from the first New England mailings, more and more manufacturers are signing up for the 3-month minimum S.I.S. test period. By January 1st, there ought to be a healthy representation in almost every Buyer's Kit category.

I'm not at liberty to divulge who is participating and who is not (though it would be no problem to send in a request card when you get one in the mail and find out for yourself). But the companies signed, or on the brink of signing, represent many of the biggest names in American business. Some have never used direct mail for prospecting, others are well known for having mailed millions of pieces to secure leads, orders, or local traffic.

Although plans call for a mailing of 30,000,000 pieces this year, if some of the participating advertisers have their way, that total could easily double.

Not a bad omen for a company only two months old. •

DO COLLECTION

"The main trouble with collection letters" reflected an old-timer in the collection business, "is that too many creditors consider them to be a complete collection system . . . when in reality they're only one step."

"Does this mean that creditors who are using collection letters should stop and substitute some other collection techniques?"

"Not at all . . . but it does mean that people using collection letters should understand what a collection letter is meant to do and can do . . . what are its limitations . . . and when they should be discontinued in favor of moving on to another collection technique."

The collector, in his talk before a group of creditors, was correct. Collection letters do have a definite place in any creditor's collection program . . . but they must be understood and used correctly if they are going to be at all effective.

Here are some rules to follow in writing and using collection letters that really collect.

ONE YOUR FIRST collection letters should be mailed not more than ten days after the second statement has gone unanswered. As many customers accumulate bills during an entire month and pay them at the end of the month, we recommend sending a second statement. Sometimes the late

payment will cross in the mail with your second statement.

As time is the safest refuge of any delinquent debtor, it is important that the creditor recognize he has a collection problem if two statements have gone unanswered. Then he should start his collection procedures.

TWO NOT MORE than one collection letter should be used in your home urban area. Two are permissible in rural areas where there are no telephones or where toll charges are involved, or if your debtors are in widely separated parts of the country.

If a customer has not paid your bill, there is a reason for it. Collecting is, in essence, learning the reason why the bill has not been paid, and then helping the customer find a solution to his problem.

As letters are one-way communications, all they can do is remind the customer of his obligation, try to motivate him to pay it, and tell him how, when and where to do so. The letter cannot help you discover his reason for not paying the bill. If you don't know his problem, you cannot help him solve it.

THREE WRITE YOUR letters to appeal to your customer. Too frequently, authors of collection letters stand back and say, "That letter sure looks good to me . . .

it really ought to do the job." The only trouble is that the letter is not being sent to the writer, it is being sent to a delinquent customer.

Imagine a debtor's reaction to a letter which says,

"Regarding ours of the seventh instant expressing concern over your negligence in forwarding a remittance to clear your obligation, we are hopeful that a communication will be forthcoming soon."

Some collection letters are further complicated by scattering in specialized terms which mean little to the average person.

The previous collection letter could be much more easily understood if written as:

"It is disappointing that an answer to the letter mailed you on January 1, has not been received.

As you know, your payment of this bill is now seriously past due. Please mail or bring your check to.....by 5:30 on Friday of this week. If you can't make it by 5:30, please call me at....."

Talk in terms your customer will understand.

FOUR USE THE "you" approach. Too many collection letters use the "we" approach. They say, "We call your attention to . . . we want . . . we remind . . . we have been considerate . . . we this and we that."

Remember, your customer has his own problems and he is not particularly interested in yours. Consequently, a much better approach is to put the customer into the letter, using phrases such as, "You will benefit . . . you will



LETTERS COLLECT?

appreciate... you will want to know . . . etc." Use the "you" approach in your collection letters.

FIVE USE MOTIVATING factors. If a delinquent customer has not paid, there is a reason for it. A letter cannot discover the reason, in most cases; however, it can give the delinquent customer a reason why he will be better off by paying now.

What are some motivating factors? Merely telling him that when he wanted some merchandise it was delivered to him is not a good motivating factor. He already knows this and still the bill remains unpaid.

Some of the things to which a collection letter might appeal are:

a. His sense of honesty... "We know you want to pay this bill so please mail or bring your check to

b. His sense of security... "You will feel better after you have mailed your check and your permanent record is cleared."

c. His desire to save money... more and more retail and wholesale credit grantors are finding it necessary to add "bookkeeping charges" on their past due accounts. The delinquent customer then, can save bookkeeping charges by paying the bill now... when it's due. Such a statement in a letter might say,

"Unfortunately, the cost of bookkeeping and mailing additional statements makes it

necessary to add one per cent per month on your bill for bookkeeping charges. This, of course, can be saved if you mail your check today."

d. Saving additional trouble... this can be used either in the first collection letter or in the last one before referring the account to a collection agency.

In the first instance, you would say: "So that you can avoid the trouble of coming in to make payment, please mail your check or money order today."

In the final letter, it would say: "Unfortunately, as you have not answered previous statements or letters, you have left no alternative but to take additional collection steps.

You can save yourself considerable time, trouble and expense by mailing your check today. We think you will want to do this."

e. Returning for additional merchandise when necessary...

"This office is always happy to serve your needs, of course, and we know you will want to clear your record before you have further need for our services."

Sit down with your key staff members and put yourselves in the places of delinquent customers. By asking yourselves what might be some reasons why you would want to pay the bill, you can develop your own list of "motivating factors."

SIX IT MUST be complete. Members of the American Collectors Association estimate that the average debtor against whom they receive claims for collection is delinquent to between six and ten other creditors. This means that your col-

lection letter is probably one of six to ten other collection letters being received by your customer. If he is going to react to any of them, it will be to the one that appeals most to him, and the one that makes it easiest for him to do what is expected.

Consequently, your letter must be complete.

It should tell him the amount of the bill, remind him what it is for, advise him where to mail or bring his check, money order, or cash, and spell out a specific day. Some creditors even find it wise to put a specific time in the letter.

SEVEN FINALLY, there are four other "C's" which must be met if your letter is going to be effective at collecting. It must be courteous, it must be clear, it must be concise, and it must be correct. Measure your collection letters against these points. If it meets all of them, it should be an effective first step in collecting.

If your first collection letter does not bring a response, it is time to recognize that further collection letters will also have very little likelihood of success.

Now it's time to turn to the second collection avenue of communication, the telephone. *

by John W. Johnson

As Executive Vice President of the American Collectors Association John W. Johnson is spokesman for more than 2300 collection agencies. A graduate of the University of Minnesota, he conducts many short courses on credit granting and collection procedures and techniques for business, professional and trade association groups throughout the country each year. He is active in local civic and church groups. Executive offices of the American Collectors Association are located at 5011 Ewing Avenue South, Minneapolis 10, Minnesota.

Ecusta Discovers

A NEW WEIGH TO SELL PAPER

SELLING A SPECIAL kind of paper to people who know very little about the product is no easy job. But a campaign waged by Ecusta Paper Operations successfully sold the company's "Waylite" lightweight printing papers by graphically demonstrating its cost cutting features, right on the prospect's desk.

Ecusta, a division of Olin Mathieson Chemical Corporation, is constantly searching for new prospects for "Waylite," the type of paper used in printing many bibles. George W. McCleary, Olin's director of printing and specialty paper sales, felt that mutual funds were a logical customer since they had to mail so much printed material. Each fund prints at least a half dozen separate pieces each year including a prospectus, an annual report, interim reports and promotion pieces, and executives of these funds are constantly seeking new ways to cut operating costs.

But how do you explain the advantages of lightweight paper to mutual fund executives who rarely know anything about paper?

McCleary took his problem to Doremus & Company, an advertising and public relations firm with experience in financial advertising. Marvin Holderness, an agency vice president, promptly found out that there was more to the problem than fund executives' ignorance of lightweight paper. Printers are decisive influences in the choice of paper, he discovered, and most of them have strong opinions about paper stocks. Some of them had been burned by other inferior, lightweight paper stocks and they were understandably reluctant to tout them. Even "Waylite."

Holderness studied the paper, and impressed by its light weight and quality, decided a direct mail campaign was the logical solution, since the key executive in the 269 mutual funds could be located with relative ease. By the time the campaign was mailed the list numbered about 1,000, including not only key fund personnel but also Olin's paper merchants, agencies and printers.

The campaign developed was the "Waylite Fund of Ideas." Five mail-

ing pieces were mailed out over a 6-week period.

1. A simulated prospectus. Its objective was "to increase your profits through your investment in a new kind of paper that will give you better looking, better selling literature while lowering costs, especially postage." Work problems for printing and mailing various fund pieces demonstrated that postage savings were as high as 50 per cent.

2. Next a piece "Is Old Weigh-Heavy Paper Pilfering Your Till?" In it, the costs of storing and transporting "Waylite" were compared with those of ordinary paper.

3. A folder. Extra whiteness, opacity, foldability were discussed. The direct mail piece, printed on "Waylite" (as they all were in the campaign), was its own best advertisement.

4. An annual report. The simulated piece again demonstrated cost savings inherent with "Waylite."

5. The final mailing was a small box. In it were two mutual fund sleeves plus a small postal scale. The four previous "Waylite" brochures were in one sleeve. The second, marked "Weigh-Heavy," had the same brochures duplicated on ordinary 60-lb. blank stock.

The copy asked the customer to weigh the two sleeves. Even the most harried executive could not overcome the temptation to make the test right on his desk. The needle told the whole story: 8 cents postage due on the "Waylite" sleeve, 12 cents for the ordinary sleeve.

Apparently this effort to get the prospect to participate in the promotion is paying off handsomely. Though the cost per prospect was several dollars each, this cost has justified itself through the enthusiasm of the recipients.

Within a week of the first mailing, the promotion had produced immediate orders as well as inquiries for new business. At a meeting with printers and merchants in Boston, enthusiasm was high because several of the printers' mutual fund customers had already asked them to look into "Waylite" as a result of the first mailing. One Philadelphia fund has specified "Waylite" for all its forthcoming literature including prospectus and annual report, and the number of firm orders for Waylite from mutual funds in different sections of the country is continuing to mount. •



THE REPORTER OF DIRECT MAIL ADVERTISING

Meet Dr. George Katona of the Survey Research Center, Institute for Social Research at The University of Michigan. At the recent DMAA Convention, he told mailers how . . .



DR. GEORGE KATONA

CONSUMER BEHAVIOR CAN BE PREDICTED

CONSUMER PSYCHOLOGY is fairly new. Fifty and even twenty-five years ago such a scientific discipline did not exist because it was not needed and no method was available through which it could have been developed. When, shortly before, during and after World War II, the need for consumer psychology arose, scientific methods were worked out to measure changes in consumer motives, attitudes and expectations.

A few decades ago there was some justification in assuming that consumers as a whole spend their income at a fairly steady rate. If so, then all that had to be done to predict changes in total consumer demand was to predict income trends, in other words, the disbursements by business and government. Studies of consumer behavior were not necessary.

It was generally true a few decades ago that "the consumer consumes." Today, however, in addition to consuming, the consumer uses his money to acquire homes, make additions to homes, buy automobiles and household appliances, as well as to provide efficiency and productivity. All these investment expenditures are postponable or can be bunched at certain times.

The consumer has the means to exercise his discretion because there now exists a broad middle-income class. Instead of a few rich people and masses of people close to subsistence

level, today 45 percent of families earn between \$6,000 and \$15,000 a year. In addition, they can supplement their income through borrowing, if they so choose.

Discretionary consumer spending depends both on ability to buy and on willingness to buy. It has often been asserted in the past that, in addition to the availability of money, confidence plays a role, but such statements failed to exert much influence on economists or businessmen. The new developments of the last twenty-odd years was that willingness to buy has become measurable. Changes in consumer motives, attitudes and expectations, in feelings of confidence or distrust, and in hopes and fears, no longer represent matters of hunch or guess work. Through psychological techniques of interviewing representative samples of consumers, we are now in a position to measure changes in optimism and confidence.

Attitudes Predict Sales

The Survey Research Center of The University of Michigan has conducted such surveys for the past fifteen years. One of the two lines on Chart 1* shows the ups and downs of the Center's Index of Consumer Attitudes as obtained and published six months earlier than the dates at the bottom of the chart indicate. The

other line shows the actual consumer expenditures for durable goods as determined several months later by the Commerce Department. The two lines coincide most of the time. In fact, 87 percent of the fluctuations of consumer expenditures between 1953 and 1961 are explained by prior changes in attitudes. In other words, attitude measurements serve as advance indicators of later sales trends.

The data presented on Chart 2 are perhaps easier to understand. Chart shows the changes in the Attitude Index and in durable goods sales at several crucial periods. In June 1954 there was stagnation in income and sales; nevertheless, an improvement in attitudes foreshadowed the sharp rise in purchases which occurred in the winter of 1954-55. In June 1957, and again in May 1960, survey measurements showed a deterioration of attitudes, again far in advance of the recessions, which were most apparent early in 1958 and early in 1961.

Findings of this kind alone do not suffice. Push-button forecasting, the generation of figures that represent the most probable GNP or retail sales, is not enough. Both to improve our short-term forecasts and to derive insights valid for longer periods, it is necessary to know about the forces that influence the consumers and make for changes in attitudes. Some progress has been achieved in this respect, and I shall describe it by discussing briefly consumer reactions to prices and inflation.

It has often been postulated in the past that if people expect prices to go up they will hurry to buy in advance of the price increases. In other words, they will stock up and hoard. This has happened abroad and for a few short years in the United States as well. But during the past few years most American consumers behaved differently. They attributed their rising

* See next page

incomes to their own accomplishments rather than to inflation, and considered inflation an unfavorable development which detracted from the enjoyment of their income. They resented the price increases and thought that when prices went up they needed more money to spend on necessities and would therefore have less to spend on what they liked to buy. Stable prices, and also price reductions through discounts and clearance sales, generate confidence and increase willingness to buy, while the expectation of price increases does not.

A Penny Saved Isn't

People are fully aware of inflation and most of them expect it to continue at a slow rate. At the same time they continue putting money in savings banks and savings and loan associations. Are they thoughtless or irrational? Let me describe how we studied this question and how many people replied to the survey questions. The future is uncertain and therefore one must have some reserve funds—so said a Los Angeles gasoline dealer whom we interviewed recently. Yes, he has some savings, he replied to further questions. For the past ten years he has put money in a savings bank. Prices have gone up during this time; inflation is bad, he also said. And probable prices will go up further. Has that anything to do with his opinion about savings deposits? No, savings deposits are safe, convenient, available at any time. "Oh yes, I know," he added, "the \$100 I put in the savings bank ten years ago may now be worth only \$80; but imagine," he continued, "that I had not saved those \$100; then I would have spent the money on a few more trips and drinks and would have nothing now. Eighty dollars are better than nothing!"

Most consumers are sensible and cautious rather than impulsive. They

think and deliberate when it matters and are not inclined to go overboard. They don't like to put all their eggs in one basket; they diversify because they feel that even the most probable prediction—for instance, that the cost of living will go up further—is not absolutely certain.

Today the young housewives are expert homemakers and shoppers. Most of them have finished high school, many have gone to college, but having several children right after an early marriage, they cannot devote their time, skills and energies to anything but homemaking. The sensible homemaker is not a puppet or marionette in the hands of either responsible or unscrupulous marketers. This finding has implications for the tasks of business—producers, sellers, and advertisers alike.

Market research and consumer research are more important today than ever before. To be successful in marketing, it is necessary to detect changes in consumer wants and desires; to obtain advance indications of incipient tendencies among different groups of consumers both as to shifts in spending trends in general and shifts in preferences for different kinds of products. The goal of such research is to shape business policies. The main function of consumer psychology is not to influence the consumer, but to influence business policies, and government policies as well.

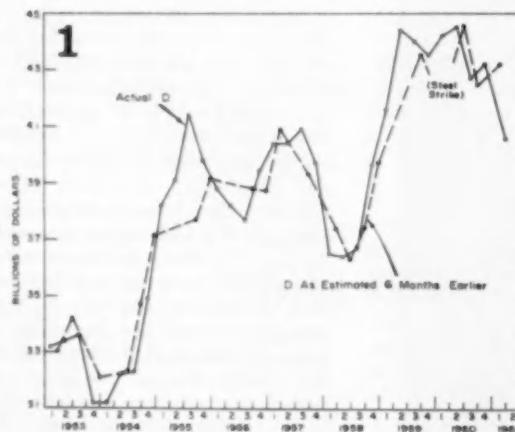
Advertising remains indispensable. The sensible consumer needs information. Information about new or improved products and brands that are brought to the market spreads most effectively by word of mouth. But it is up to business to initiate the process. Habitual past practices help the old products, but habits must be reinforced, and the availability and value of all products must be kept in the public mind.

Advertising, the same as all mar-

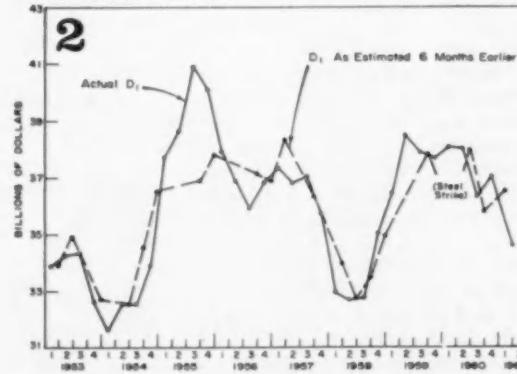
keting procedures, must be in line with the ever-changing needs, wants, and attitudes of consumers. Otherwise it will not be effective and may even backfire. Talking down to the consumer, assuming that he is ignorant, will backfire as will boring him or taking up too much of his time with matters of little concern. The sensible consumer wishes to understand why things happen on the market place and what the value of different products is. To promote such an understanding represents an important function of advertising.

Business Research Essential

This is the age of research. Substantial funds are spent on research in natural sciences and technology, as well as on medical research. Research in the social sciences has grown likewise, but to a lesser extent. Yet it is increasingly recognized that the fate of business and the growth of our economy as well depends on efficient marketing practices, which cannot rely on hunches or intuition. The advertisers must study the consumers and prepare their advertising programs on the basis of research on consumer sentiment and probable consumer reactions. One cannot effectively inform or persuade and convince without finding out what those who are to be convinced think and feel. Swimming with the current is much easier than putting something across without regard to the prevailing trend. Because most of the consumers are sensible most of the time, and economic-psychological research has made progress in the last few decades, it is now possible to predict many aspects of consumer behavior and base marketing policies on scientific research. Occasional half-hearted attempts do not suffice. We need more research, better research, and research of a systematic nature on the psychology of consumers. •



In each chart, the broken lines represent predictions of consumer behavior. The solid lines show how closely fact and forecast coincided.





▲ Kenneth Jordan, industrial ad manager for Allied Chemical's Nitrogen Division, flanked by two of the items used in this small-list campaign. More photos on the following page.



An elaborate campaign to just seven individuals saved \$100,000 worth of business and proved that . . .

OF ALL THE problems faced in direct mail, the list is one of the most critical. But the list was no problem in this campaign. It was directed to only seven people—seven key personnel in just one prospect company.

To understand why the Nitrogen Division of Allied Chemical would mail an elaborate campaign to just seven individuals, we have to first examine the background.

Anhydrous ammonia—the product Allied wanted to sell—is what is known as a "heavy chemical." It is sold for a very wide range of industrial uses by a large number of producers. All major producers must meet certain standard specifications, so that preference for one supplier over another must be established on the basis of such relative intangibles as delivery, technical service, etc.

One growing new market for anhydrous ammonia is pulp and paper mills. Certain types of pulp can now be made using ammonia. Allied Chemical uses space advertising and long technical articles in paper industry publications to explain the advantages of switching to the new pulping process involving the use of ammonia. Only a relatively few mills can use the new process but dollar volume of sales to each is potentially very large.

One mill in the Northeast had expressed interest in possibly converting to the ammonia process. Allied Chemical sales and technical personnel were in direct contact with executives of this mill, but indications were that a local supplier and one other national supplier were being viewed so favorably by the prospect that Allied Chemical might get either a very small share or else no share of the business. Objective of the direct mail campaign, therefore, was to: (1) make certain sales points in more dramatic and memorable fashion than could the direct sales personnel. (2) convince the prospect that Allied

Chemical sincerely "wanted the business" and would go all out to service it, and (3) by accomplishing the objectives, to help win a fair share of the potential ammonia business of this mill for Allied Chemical.

Five Dimensionals

Under the direction of Kenneth Jordan, industrial advertising manager of Allied's Nitrogen Division, a campaign consisting of five different dimensional pieces all hand-tailored to the individual—was developed. Since the list was so small it was decided to use fairly expensive dimensional enclosures which would cause comment among the seven recipients. Because of the imminence of a buying decision when the campaign was launched and to heighten its impact, pieces were closely spaced, mailed to arrive every other business day.

The first piece was a personalized folder for carrying valuable papers, and the first sales point was "Assured Supply." Only Allied Chemical, of the suppliers being considered, has three producing plants. This point was printed on a specimen "insurance policy" contained in the portfolio. Since each portfolio was personalized with the prospect's name, these would presumably be held onto.

The second sales point was "Technical Service." To dramatize how tough a new problem can be to solve, a plastic puzzle (which the prospect would try to solve himself and might take home for his family) was used. A small accordion folder made the analogy with the technical problems a mill might face in switching over to ammonia, and pointed out the high-caliber technical service assistance which Allied could offer.

The third mailing piece dramatized "Experience." A plastic paperweight in which was embedded an 1890 silver dollar (1890 is the year when Allied Chemical first started making ammonia) was used to highlight this point. Included was a small folder which explained the tie-in.

A railroad car symbolizing "Fast Delivery" was the fourth mailer. The tank car, painted to resemble an actual Allied Chemical ammonia tank car, was packaged in a carton decorated with the timetable of the railroad serving the mill. Simulated teletype—to imply speed—carried the message.

The fifth and final piece, "Add It All Up," featured a pocket adding machine, with a sales message on simulated adding machine tape wrapped around it.

(more)



Since there were only seven on the mailing list, none of the "printed" material was printed. Type was set (where needed) and repro proofs were pulled. These in turn were given to artists for finalization. Mr. Jordan

worked closely with the G. M. Basford Company of New York in the planning and preparation of this campaign.

A winner in the Low Budget (Under \$5,000) category in the DMAA

RETAIL VS. MAIL BOOK SELLING HASSLE SETTLED

A dispute over Random House's promotion of "Connecticut," a new history of that state, was settled after a meeting between Bennett Cerf, president of the publishing house, and G. Royce Smith, manager of the Yale Cooperative Corporation's book department.

The conflict arose when Random House mailed into the state, offering the book, prior to distribution to retail book stores in the state. Retailers felt that the nature of the book would make it a fast-selling item within the state, but that Random House's premature promotion had usurped the market.

After the meeting, Mr. Smith announced that he had prepared a guide for direct mail use. According to Smith, Cerf had generally agreed with the recommendations, and had issued an order to his staff which included the major provisions of the guide.

As reported in the September 11 issue of *Publisher's Weekly*, this is the text of that guide:

"As it is practiced by the book publishing industry, the direct mail method of promotion has a firmly established and unique position in vendor-retailer relations on the American business scene. It is firmly established through years of use and a tenuous gentleman's agreement between vendor and retailer.

"When it is properly used, direct mail supplements the publisher's normal distribution and income by (a) selling a specialized title to a specialized market, (b) servicing a market not adequately covered by retail outlets and (c) informing a market adequately covered by retail outlets of the availability of a general title, either through the retailer or the publisher.

"When it is improperly used, direct mail supplants the publisher's normal distribution and income by (a) placing the publisher in direct and unfair competition with the retailer, thus diverting the bookstore customer, (b) destroying, or rendering inefficient, normal vendor-retailer relations and cooperation, and (c) deceiving and confusing the customer as to the availability and price of a general title.

"The abuses which have gradually proliferated in the use of direct mail threaten to undermine publisher-retailer and customer-retailer relations, and to operate to the ultimate detriment of the entire industry. Therefore, the following statements are offered as suggestions toward a more formal guide for the use of direct mail by a mature and responsible industry.

"1. The purpose of direct mail promotion by publishers is to supplement, rather than to supplant, normal retail outlet distribution.

"2. The publisher should encourage full discussion between his trade sales division and his direct mail division to evaluate which titles are suitable for direct mail campaigns and to determine the extent of these campaigns.

"3. The publisher should let the consumer know that his book is available at the same price through the local retailer. This creates consumer demand in the bookstore and retailer good will without significant loss of legitimate mail-order customers. Failure to do so is deceptive and results in lost customers of two types: (a) the individual who assumes (and whose assumption is heightened by ambiguous advertising) that items offered by mail are *only* available by mail and will not be on sale at the retail level, and (b) the individual who does not order anything by mail and who does not know that the same offer is available through retail outlets. A confused customer is a lost customer.

"4. The publisher should coordinate his direct mail and retail campaigns for the maximum effectiveness of both. A direct mail campaign far in advance of the retailer's campaign may bring in more immediately lucrative results to the publisher; but it will minimize the effectiveness of the retailer's campaign if, indeed, it does

not eliminate it entirely.

"5. The publisher should maintain his lines of communication with the retailer in order that the retailer may know about and capitalize on direct mail campaigns on specific titles.

"6. The retailer should make every effort to utilize publisher's promotions wherever applicable. If he accepts a mailing piece, he should not fail to use it, and he should devote maximum window and in-store display space to the promotion. He should see that his staff is properly informed and that their enthusiasm and energies are channeled toward a successful promotion.

"It is proper that vendor should compete with vendor, and that retailer should compete with retailer. But an industry which diverts its energies to competition between vendor and retailer is an unhealthy industry. It is hoped that the suggestions above, respectfully submitted, will restore us all to our proper roles and pursuits in good health."

In a letter to Mr. Smith on August 29, Mr. Cerf issued a four-point guarantee on behalf of Random House:

"1. Whenever Random House plans a special direct mailing on a forthcoming publication, every one of our bookstore accounts is to be told.

"2. Every bookstore account of Random House will be given the opportunity to make exactly the same offer to its customers as Random House is making—and at the same time.

"3. Before any mailing is undertaken, a date for delivery of finished copies is to be established in advance, and every bookseller is to be told precisely when he may expect copies of the book in his store.

"4. Wherever possible, any coupon advertisement for direct mail solicitation shall prominently mention the fact that this offer can be accepted through a customer's bookstore. There will be an occasion once in a great while where this is impossible, but at the moment, I can frankly think of no reason for such an omission at any time."

Mr. Cerf added that his firm will continue to make small test mailings "to determine whether or not a given book is worth publishing at all or
(cont. Page 27)



CERBERA & CO., LITH., N. Y.

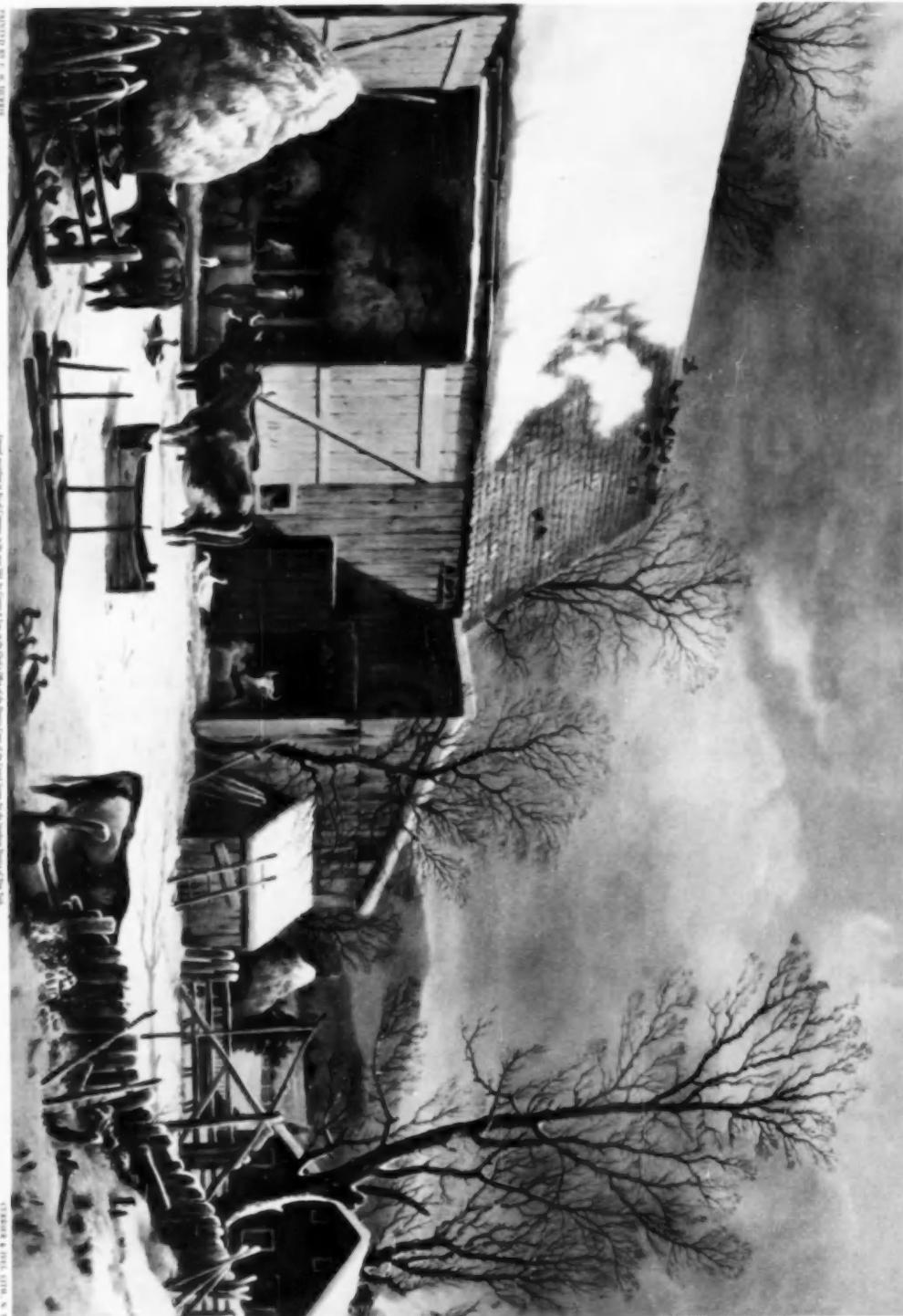
THE FARMERS HOME - WINTER.

PRINTED IN U.S.A. BY C. H. DAVIS

NEW YORK PUBLISHED BY CERBERA & CO., 112 NASSAU STREET

May the gentle joys of Christmas grace your hearth and home this Yuletide... Howard Bond... and

Printed on Maxopaque—Basis 80—Vellum Finish



PRINTED BY C. W. HOWARD

THE PARADE IN WINTER.

NEW YORK PUBLISHED BY STURGEON & CO., 105 EAST STREET.

CLARK & FISHER, N.Y.

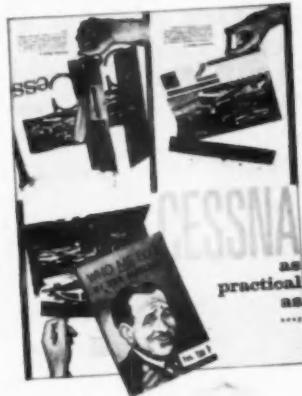
bring a New Year warm with contentment and the blessings of peace... Maxopaque

HOWARD PAPER MILLS • DAYTON, OHIO • DIVISION OF  St. Regis
PAPER COMPANY

Printed on Maxopaque—Basis 80—Vellum Finish

ADVENTURES IN SELLING

**OUTSTANDING CASE HISTORIES
IN PORTFOLIO FORM**



The *mail order* operator wants to sell *directly* by mail.

The *industrial* mailer wants to secure leads for his salesmen, create a better climate for his product, stir interest which will lead to future sales, develop dealers.

The *retailer* wants to build store traffic, attract new charge customers, clear out "slow" merchandise.

But ultimately, it all boils down to this...

The mailer has something to sell and he's looking for buyers.



WHY you will want to order ALL EIGHTEEN portfolios in the Adventures In Selling series.

Direct mail advertising is used by all kinds of businesses for every conceivable purpose. But there is one common denominator for all direct mail.

The mailer has something to sell. He wants the recipient to buy. Disregarding all other factors this is the heart of direct mail.



In each of the *Adventures in Selling* portfolios there are ideas for every direct mail creator and user. Mail order specialists can learn from the industrial advertiser, just as the retailer often will find a great direct mail approach in a mail order campaign. In ideas, direct mail knows no limitations. That's why you will want to order all eighteen portfolios. Because another man's problem, and his award-winning solution, will stimulate your own thinking —help you solve your own direct mail problems.

FIRST CLASS
Permit No. 43
Garden City, N.Y.

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

THE REPORTER OF

Direct Mail

advertising

224 SEVENTH STREET
GARDEN CITY, NEW YORK

- 1 General Foods Kitchens**
A mail order campaign to 20,000,000 homes that sold a half million cookbooks. Sample piece included.
MAIL ORDER—CONSUMER
- 2 Bank of America**
An exciting, dimensional adventure story that sold travelers' checks to banks. Sample included. BANK—INDUSTRIAL
- 3 Stran-Steel**
A six-part campaign boosts dealer participation with a farm market program. Sample. DEALER—DISTRIBUTOR
- 4 Cessna Aircraft**
Colorful folders sell the airplane as a practical business tool. Includes sample piece. INDUSTRIAL—LEAD GETTING
- 5 Albany Products**
Humor sells nuts and bolts. Low budget, consistent campaign. Sample piece. INDUSTRIAL
- 6 Slant/Fin Company**
A testimonial letter campaign attracts prospect wholesalers to this heating line. Sample piece included. Low budget. DEALER—INDUSTRIAL
- 7 Canadian National Railways**
A five-part dimensional campaign to top companies attracts new business to Canada. INDUSTRIAL
- 8 IBM-Electric Typewriter Div.**
Eight pre-approach letters open doors for salesmen. INDUSTRIAL—LEAD GETTING
- 9 Eagle Pencil Company**
Direct mail merchandises a closed circuit video presentation at the dealer level. INDUSTRIAL—DEALER
- 10 Grit Printing Company**
Direct Mail Sells direct mail creativity and production. Sample included. INDUSTRIAL—SELF PROMOTION
- 11 Office Overload Company**
National mailings stimulate sales for service firm at the branch office level. Sample included. INDUSTRIAL
- 12 Ford Motor Company**
Mercury develops dealer traffic with multi-million campaign to prospects. CONSUMER—LEAD GETTING
- 13 Maskill Hardware**
A retail campaign to attract new charge customers. Low budget. Sample included. RETAIL—CONSUMER
- 14 Leslie Creations**
The story of a highly successful mail order operation, started on a shoe string. Sample included. MAIL ORDER
- 15 Purex Corporation**
Eleven mailings helped Purex build a national jobber network. INDUSTRIAL
- 16 Globe-Wernicke Company**
A campaign to promote dealer participation in a company sponsored direct mail program. Sample included. DEALER—INDUSTRIAL
- 17 Trans-Canada Airways**
Musical motif sells seat space during slack season. CONSUMER
- 18 E.I. DuPont**
Colorful campaign sells the retailer on stocking a higher priced quality tubing. DEALER—INDUSTRIAL



Please send me the portfolios I have circled in the box at the right. I understand if I am not completely satisfied I may return them within 10 days for a full refund.

Any 1—\$1.00; Any 3—\$2.50; Any 6—\$4.50;
Any 9—\$6.25; Any 12—\$7.50; Any 15—\$10.00;
All 18—\$11.00

Bill Me (I pay postage) Cash enclosed (You pay postage)

Circle the numbers of portfolios you desire.

Check here for all 18 at \$11.00

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18

Name..... Title.....

Company.....

Address.....

City..... Zone..... State.....

possibly to determine how to price a book or how to package it or how many copies to print." In the case of such experimental mailings, he said, it would be "confusing and wasteful" to notify booksellers. But if the test proves successful and a regular mailing is scheduled, booksellers will be notified in advance, he said. •

CLARITY IS THE KEYSTONE

Whether a man writes editorial or advertising copy, said Hubbard Keavy, Chief of the Los Angeles Bureau of the Associated Press, clarity of thought and clarity of expression are foremost.

Speaking before the San Francisco Advertising Club, Mr. Keavy again and again pointed out the similarities between writing an ad and writing a good newspaper story. "How can a newspaper expect to tell but once or twice the involved story of water in California, and then perhaps in wordy complex style, and expect the average reader to grasp it?

"The lead is the showcase of the story," he said. "Unless the words are attractive, the reader is not going to buy. But being too brief or punchy also carries its hazards. Clarity cannot be sacrificed for cuteness. When we have written something, we cannot look at our audience to see if it understands. We must be intelligible—and readable."

At one point he described English as a vast vocabulary with virtually unlimited shades of meaning to its words. Unless assembled expertly, they will read much like this sentence from a California newspaper:

"An urgent message for 30 units of anti-hemophilic blood to stop bleeding from the Naval Supply Depot at Guam was relayed to the Hawthorne laboratory."

"Today's reader," he said, "especially in the large, busy and bustling cities in which we work, is under great pressure. He has many other interests, so many matters to take his time, that he doesn't have time to read long-winded, complex stories or advertising copy that fails to get quickly to the point." •

A SAINT FOR MADISON AVENUE?

If an advertising man of Bologna, Italy, has his way, Madison Avenue (and all advertising) may soon be blessed with a patron saint.

In 1954, Dr. Fosco Marranci embarked upon a campaign to have Saint Bernardine recognized as the patron of advertising and public relations. In 1956 Pope Pius XII so

proclaimed the 15th Century saint, but the proclamation only covered Italy. Dr. Marranci immediately began correspondence with fellow professionals in other countries to have them urge their bishops to petition the Pope to make St. Bernardine's patronage world wide. As a result national action has been initiated in France, Belgium and the Netherlands.

St. Bernardine is qualified for this position, say the supporters of his patronage, because of his greatness as a communicator, spiritual leader and organization man. As a preacher he made the sermon an exciting event and traveled the width and depth of Italy spreading the word of his church.

He introduced the initials IHS (early Greek letters which were an abbreviation for Jesus) centered in a sunburst. He carried this monogram before him wherever he went as a means of discouraging cursing. He encouraged noble houses to display the monogram in place of their own coat of arms.

If interested, you can get further information on this project from the Public Relations Society of America, 375 Park Avenue, New York 22, N.Y. Ask them for a reprint of the story that appeared in the November 1961 issue of *Public Relations Journal*. •

RECOMMENDED STANDARDS FOR TESTIMONIAL

Reporter's Note: The following release was prepared for the members of the National Better Business Bureau, Inc. (230 Park Ave., New York 17, N.Y.). Since testimonials are widely used in direct mail work, and since some past testimonials have been misleading . . . we are reprinting the NBBB release in full.

When Mickey Mantle recently promised the Federal Trade Commission that he would quit endorsing a brand of milk he does not drink, he focused attention on a deceptive practice which lowers the standards

of the advertising business to those of the charlatan.

Phony testimonials represent a contemptuous disregard of honesty in advertising. They indict the whole advertising business—not just the offending few—for spawning and tolerating such willful deceptions. It's high time they were cast aside.

NBBB believes that phony testimonials can be eliminated from advertising, if advertisers, advertising agencies and media will adopt and faithfully apply the following recommended standards from NBBB's *Do's and Don'ts in Advertising Copy*:

1. Testimonials should be genuine, i.e., the statements of bona fide users of a product or service.
2. Testimonials should represent the sincere and honest opinion of the author.
3. Testimonials should come from a competent source, qualified by experience, and where necessary by training, to express an opinion on the subject of his testimony.
4. Testimonials which contain statements presented as material facts, should be factually true, and the advertiser should be as willing to bear full responsibility for them as he is for statements in his own words.
5. Testimonials, even though literally true, should be free of misleading implications.
6. Testimonials should reflect the current opinion of the author.
7. Testimonials, if used in part, should fairly reflect the spirit and content of the author's full statement.
8. Testimonials which are given for a consideration of any kind should conform to the principles and standards set forth above.
9. Testimonials which are illustrated by a photograph purporting to be that of the author, should be in fact that of the author. Where photographs of professional models are used, that fact should be disclosed.

The primary qualification for honesty in a testimonial is that it be genuine, i.e. that the author be a bona fide user of the product. This qualification is not met in good faith if the advertiser has a signed statement from the author falsely asserting that he uses the product. The real test of genuineness is actual use, as distinct from legal release which falsely asserts that the author is a user, and advertisers and agencies are well qualified to ascertain the "true facts," as the lawyers say, in this regard.

Testimonial advertising is said to be a 500 million dollar a year business. It should be governed by the same high ethical standards of the advertising business which rule out false statements in any form of advertising. •

You walk into an IBM office full of THINK signs and right away they try to sell you a machine to do it for you.

From: Mead Paper Salesman, house magazine published ten times yearly by the Mead Corporation, Dayton 2, Ohio.



Upgrading Letter Copy

by Paul Bringé

SAKS-DETROIT wrote to *Reporter of Direct Mail* reader Albert A. Beste telling him about the Executive Club. The letter found its way to me with a note from Mr. Beste in which he says, "I think the idea they are trying to put over is an excellent one, but I was not at all impressed with the letter."

Agreed. The folder accompanying this letter is tastefully done with a nice drawing of the shopping accommodations in the Executive Club and well written descriptive copy telling all about it. Certainly if the mailing is successful it will be due to the folder and not the letter.

This letter illustrates an important point. Some writers seem to feel that since the accompanying circular tells the entire story, the letter need only do a "once over lightly" job. This is a mistake. In most cases the letter will be read first and in any case it will be read with more interest and belief than the circular. This is because the letter is signed by a person. It is a me-to-you communication and cannot miss being more convincing

than a circular carrying a corporate or company signature.

The letter, therefore, must repeat enough of the sales points of the circular to carry the reader to the circular. If the executive reader of the Saks letter is as busy as the letter says he is, this letter won't lead him to the circular. It is not enough to ask a reader to look over the enclosed literature—he must be made to want to read it. That is the prime task of the letter.

One of the unfortunate aspects of the Saks letter is the reference to "our" service. People think of a club as not being owned by anyone—as a voluntary association of like minded people. Therefore, the Club should be described in terms as close to this concept as possible. Speaking of the Club as a Saks property robs it of some of its desirability.

Notice how the stereotypes creep into this letter, "write to you regarding" and "taking the liberty of enclosing." The term Customer Instruction Record is unfortunate as it suggests instructions to be given to

the customer. And, we should never "hope" that a reader will take a desired action. We must assume he will take it—even command him to do so.

Notice the Saks letter has 14 we-us references and only seven you-your mentions. This is an indication that the writer was much more concerned with his problems of making the Executive Club successful than he was with the benefits the reader might get from it. The reader is not conscious of a selfish attitude in the seller until the thought is forced on him in this manner.

The benefits offered in the rewrite (and the letter is one long listing of benefits) come directly from the folder. The reader will see them again in the folder and thus gain confirmation of what he has already read. Here we use 16 you-your references and only two we-us. This is what your reader wants to see. If you want to get what you want you must first give your reader what he wants. Your reader's idea of a good conversation is always, "Let's talk about me." *

BEFORE

Saks Fifth Avenue
EXECUTIVE CLUB

Second fl. Lathrop, Detroit 2, Mich.
Trinity 1-1000

October 24, 1961

Dear Mr. Beste:

Mr. Edward Bedford has asked me to write to you regarding our Executive Club. He feels that a busy person like you would have need of our service.

The Executive Club is located on our Main Floor. We hope you will find it a comfortable, convenient and pleasant place to shop.

We are taking the liberty of enclosing a brochure explaining the Club and a Customer Instruction Record, which we hope you will fill in and return to us. This will enable us to give you better and more personalized service.

Please do not hesitate to call on us when we can help you with any of your shopping needs.

Sincerely,

SAKS FIFTH AVENUE

Ruth Natinsky

P.S. We find this service is saving executive secretaries many a headache, too.

AFTER

Dear Mr. Beste:

There is a "gift secretary" assigned to you here at the Executive Club. She will be happy to help you with your shopping either in person or on phone instructions from you or your secretary.

The Executive Club, located on the main floor, has no dues, no membership meetings and no committee assignments. It is offered as a pleasant, convenient and comfortable place for you to shop.

Your assigned secretary will maintain a confidential gift information record for you—anniversaries, birthdays, weddings and other important gift dates. She will record size and color information and the gift likes and dislikes of your favorite people.

Your Executive Club secretary will gladly handle any of your shopping problems—flowers, candy, wire orders to Saks stores in other cities, and arrange for a separate charge account to another address if you wish.

Does the Executive Club sound like a service you want and need? We hope to make it just that. To "join the club" fill out the enclosed card and have your secretary send it to us today. Then, at your convenience, drop in at your Club and see what a pleasure shopping can be.

Sincerely,

DAY BARNSTORMS AS MAILERS GET BACK TO WORK

A short ten days after DMAA conventioners returned to their desks to apply some of the ideas they picked up at the New York convention, Postmaster General J. Edward Day embarked on a nine-day speaking tour throughout the west and midwest. The purpose (as cited in the Post Office Department press release), to take a first-hand look at postal operations in major cities in those areas.

Day left Washington on October 24 for Kansas City, where he toured the local post office and then spoke before that city's Chamber of Commerce. In Denver he addressed the National Association of Postmasters at their annual convention. In Los Angeles he met with postal officials and members of the press. In San Diego he addressed the San Diego Democratic Associates at a noon luncheon. Shortly thereafter he flew by helicopter to Chula Vista to attend groundbreaking ceremonies for a new post office. He then attended a banquet at the San Diego Country Club in Chula Vista held in conjunction with the latter's Golden Anniversary celebration.

On Monday, October 30, he addressed members of the San Francisco Chamber of Commerce at a noon luncheon, and on the following day visited with officials of the San Francisco Regional Office. Following that he met with Chicago's Mail Users Council, and then toured the Chicago post office. After a reception that evening for the city's new acting Postmaster Harry Semrow, the Postmaster General flew back to Washington.

For months prior to the convention, the DMAA had repeatedly asked the Postmaster General if he would address the opening luncheon gathering at the convention on October 11. Unfortunately, pressing duties had prevented the PMG from accepting the invitation. *

A passenger on a Detroit sightseeing bus reports this incident. One of the eager ladies aboard repeatedly interrupted the driver, who was explaining the points of interest. "On the right is the Dodge mansion—" said the driver. "John Dodge?" inquired the lady. "No, Horace Dodge," he replied.

"The house we are passing now is the Ford home—" "Henry Ford?" "No, Edsel Ford."

"On the left," continued the driver, "is Christ Church." A fellow passenger, hearing no response from the lady, tapped her on the shoulder and said, "Go ahead, lady, you can't be wrong all the time."

From: The Little Gazette, house magazine of Judd & Detweiler, Inc., Washington 2, D. C.

DECEMBER, 1961

INSERTING

dealer sales aids, gimmicks, samples, press materials and other bulky pieces not practical for machines is easy and economical at CA. For low-cost, fast hand inserting of any odd-size pieces write or call:

CIRCULATION ASSOCIATES
226 W. 56th ST., N.Y.C.
JU 6-3530

EVERYONE LIKES PERSONAL PUBLICITY

One of the unusual features of the motto direct mail campaign is the opportunity to mention customer and prospect names in the monthly letter. One of our Texas clients (an investment house) said "One of our customers phoned to say how pleased he was with the personal publicity — then ordered \$40,000 worth of bonds." We'll give you information on this unusual direct mail campaign if you write on your business letterhead.

BETTER MOTTOES ASSOCIATION
2127 East Ninth St.
Cleveland 15, Ohio



FULL COLOR STAMPS

6000 double size \$58 complete

including up to 50 words of copy
Printed in full living color on invisibly-gummed kromekote
from your color transparency or art.

Send for free MINIPIX brochure and samples.
the taylor-merchant corporation
48 west 48th street, new york 36, n.y. • Plaza 7-7700

TYPE . . . for all your Direct Mail needs:

TYPE . . . for text, display and ornamental use

Type . . . in hand or machine composition

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**TYPE . . . over 280 fine type faces in more than 1800 size
fonts . . . plus 422 different Strip Rules,
Decorative Borders and Full Face Rules.**

For finest, fastest service, send your next type job to

LOS ANGELES TYPE FOUNDERS, INC.
225 EAST PICO BLVD. • LOS ANGELES 15, CALIF. • RICHMOND 9-2248

SPEED TYING OF OUTGOING MAIL SAVE TIME-LABOR-TWINE

TIE LETTERS - PARCEL POST - CHECKS
PAPERS - CIRCULARS - LABELS - BOXES
with a AUTOMATIC PAK-TYER



There is an ALL-PURPOSE PAK TYER for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.

FELINS TYING MACHINE CO.
3351 N. 35th St.
Milwaukee 16, Wis.

**Sales-Centered
DIRECT
MAIL
PROGRAMS**
*designed, written,
produced and mailed.*

**Smith &
Hemmings**

*Serving Southern California
Business firms since 1924*

2617 South Broadway, Los Angeles 7
Richmond 9-9266

Reed-able Copy

*a monthly clinic
conducted by Orville Reed*

THREE'S A PARALLEL to much present day direct mail in an interview with Sid Caesar recently published in TV Guide.

Talking about the use of film made without an audience, Sid said: "A comedian must have two things—material and an audience. In film, the actor and his material seem to be the last thing they consider. They have a set, beautiful set, costs thousands of dollars. Lights, the most beautiful lighting money can buy. Furniture they've got, genuine antiques. Wardrobe, you never saw such a wardrobe. But without the words on the paper you haven't got a show."

Same is true with direct mail. In place of good solid sales ideas much direct mail resorts to cleverness, gadgets, gimmicks, clever but irrelevant opening sentences.

Users of these attention-getting devices seem, lately, to become rather embarrassed about them. They've tried to take the curse off substituting gimmicks for sales ideas by calling such mailings "dimensional."

Instead of reason why copy to sell, many big mailers are using cardboard "Yes" and "No" tokens. If you want to buy you put the "Yes" token in a slot. If you don't want to buy you put a "No" token in the slot.

Then there's the stamp idea now on the wane. There was a time when it was hard to buy anything by mail without licking and sticking on anywhere from 2 to 50 stamps to get a discount.

What passes for creativity is dreaming up a stunt of some kind, either in copy or illustration.

Showing a midget standing on his head and balancing a tray of food on his feet is used to get the attention of someone to whom you want to sell a beverage.

Other irrelevancies, such as starting a letter or a mailing piece way out in left field with sentences or phrases which, as Gilbert and Sullivan said, "Have nothing to do with the case," too often are substituted for a real down-to-earth idea.

Cute stuff is used instead of reason why. Such as the lead on a letter "This is the nicest kind of blackmail. . . It doesn't ask for money—but helps the sender make some. It doesn't

'threaten to expose'—but exposes a sales message in a dramatically different way."

Getting back to Caesar, here are some remarks which can be applied to much of today's direct mail. "Television has become too much of a profit and loss affair. . . Today you sit around with lawyers and accountants and business managers and sponsor representatives. The lawyer says 'I got 3 laughs out of this sketch. I think it needs 4 more.' The business manager says, 'I don't think this script is a good investment. We have to watch the residuals.' The sponsor's man says, 'We have to cut these lines. We can't offend doctors. This week it's doctors, next week it's lawyers, the week after that it's bird-watchers'."

Seems today if you want to win an advertising award of any kind you must submit something clever or "dimensional."

It's not all bad, of course. There are still some enlightened users of direct mail who dig for real sales ideas and present them in attractive form. Without gadgetry.

Creative advertising doesn't have to be dull. For instance, a custom tailor knowing the wife has a great deal to do with the husband's purchase of clothes, uses this copy:

"IS YOUR SWEETHEART STUMPED?

(*wife, girl friend, mother, aunt or other feminine admirer)

"Do you realize what a problem you are to the lady in your life? She's been kidded so much about Christmas cigars and neckties that she doesn't dare buy them for you. But . . . she can give you something that you'll appreciate . . . a gift certificate good for a tailor made sport coat or suit or slacks made especially for you. She (the lady referred to above) is busy enough these days without worrying about what will please you as a gift. Make it easy for her. Be sure she sees this letter. Leave it around where she'll all but stumble over it. She'll thank you. We'll thank you. And you'll be a happy fellow on Christmas morning."

Whatever you may think of these speed reading courses which seem to be a present fad, you can't get away from the impact of a letter which starts out, "The next 10 minutes can decide your child's entire future? Why? Because we can immediately help your child (and yourself, if you wish) to read much more widely and

effectively. We can help if you recognize that your child's present progress in school, his chances for college, his future financial and social position—all depend on his ability to read more to learn more."

Nor can you slough off an appeal to thrift, presented by a letter like this:

"Dear Customer:

The enclosed Bargain Slips are the LAST you will receive this year—there can be no more!

"These LAST CHANCE bargains are for you old customers only—and for good reason! Quantities aren't unlimited, and knowing my customers, they will make short work of last-chance savings like these."

Note this pitch by a company selling an employee communication system:

"JUST IMAGINE! If you could take time for a heart-to-heart talk with each employee every day . . . how you could solve your problems of getting better work, faster production, less spoilage, increase your profits

"It would be easy for you to show an employee how doing his best results in satisfied customers and how their orders insure his job security.

"You wouldn't find it had to appeal to his self-interest. In a few minutes you could transform a so-so worker into an enthusiastic employee, stir his interest in a job well done.

"Of course your executive duties are too demanding for that. But this is a job you can do—automatically—by a simple communication system known as _____."

That's a sales idea. It appeals to the average executive's desire to get more production from his employees and to make more profits. It includes also subtle flattery about his demanding executive duties, and the demands on his time.

This communication system does not pose as being THE SOLUTION. It simply says it will help do a job the executive could do himself, but for the lack of time.

The letter comes full circle by closing: "(Product) enable you to have the next best thing to a heart-to-heart talk with every employee in your plant every day."

One more example of creativity used by a company which analyzes consumer products and sells a service to enable a family to get more for its money in the market place:

"It's too late for regrets . . . when the miracle TV antenna you just bought for \$3.95 doesn't give you any better

reception than you would get from an eight foot length of ordinary copper wire. (Blank) can tell you precisely why!"

There follows three other frequently bought items which may have disappointed the buyer.

Then this sentence: "Yes, it's too late for regrets after the damage is done. But there is time now, if you act promptly, to make sure such things don't happen to you again."

Then comes the proof that this service helps the buyer save money.

The clincher is: "But chances are you'll save many times the low, nominal cost of the service on the very first major purchase you will make."

I simply do not believe the headline on an article which appeared in this magazine a few months ago, WE HAD TO GO BACK TO DIMENSIONALS.

Dimensionals (let's call them by their proper name—gadgets) are usually an easy way out when a copywriter is stuck for a real sales idea.

You don't have to blast a buyer out of his chair with clever, dynamic dimensionals. Talk sense to him. Talk benefits. And be sure you're talking to someone who has a need or a want for the end result of what you're selling. And you can kiss dimensionals goodbye as your sales curve mounts.

I've wanted to get this off my chest for a long time. I've said it, and I'm glad. •

HOW'S THAT AGAIN?

A regular reader of this magazine, who supports himself and his family with a substantial mail order business, is concerned as all of us are with the possibility of increased postage costs. Moreover, he—like others mailing out bulk third class at the 2½¢ rate—is concerned over possible abuses of the 1¼¢ charitable, educational and non-profit rate.

He sent us the letter printed below, a mechanically reproduced letter mailed by the Commercial Trades Institute, 1400 Greenleaf Avenue, Chicago 26, Illinois.

Dear Sir:

In the next 5 seconds, you will make a decision!

YOU WILL DECIDE WHETHER OR NOT TO READ THIS LETTER.

Thousands of men HAVE read this letter. Today, they thank their lucky stars they did.

I am seeking mechanically minded men to break into the Television field and earn as high as \$150.00 per week and up. You can learn Television work without giving up your present job or leaving home—and at the same time *build and keep* your own 21" TV set.

The complete story is contained in a booklet which you may have free by sending me the enclosed card.

Our need for the right kind of men is so

great that I must use this method of finding them. I sincerely hope you are one of those I can help.

Very truly yours,
(Signed) R. C. ANDERSON
President

Do you feel, as our reader did, that this firm is abusing the 1¼¢ rate? If so, let us hear from you. If certain members of Congress have their way, and disregard most of the public service aspects of the Post Office operation in setting new rates, all mailers will be subsidizing this firm and others like it which "qualify" for a 50% discount. •

TICKETS TELL SHOW BIZ STORY

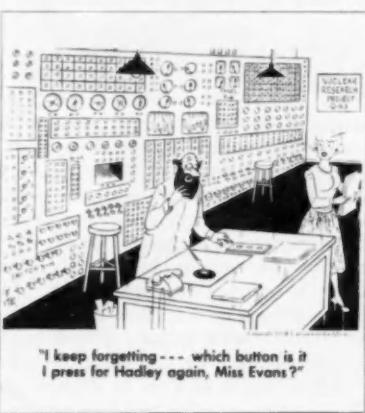
A collection of theatre tickets, wrapped up neatly in an eight page portfolio folder, were the attention getters in a recent media promotion by *Show Business Illustrated*, new entry mate to *Playboy* at the Hefner stables.

The folder, printed in two colors—olive and scarlet—on eggshell finish stock, was mailed to advertisers, prospects and their agencies in advance of *SBI*'s year end double issue for Christmas buying to arrive on newsstands on November 29.

The mailing envelope carried the following teaser captions, each in a different old fashioned type-face: "Atlanta Burns-Judy-Stratford-Callas in Chicago—Spain's Rain-I Kid You Not-Moiseyev-Jazz-Plus a New Star."

The tickets were faithful reproductions of originals for performances of *My Fair Lady*, *The Jack Paar Show*, Maria Callas singing *Norma*, Judy Garland at the Palace, the Moiseyev Dance Company, Stratford's *Richard III*, the Playboy Jazz Festival, and the world premiere of *Gone With the Wind*.

Also included was a business reply card, in the shape of a ticket, with which the recipient could contact *SBI* about space in the special issue. •



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ORIGINAL FONT SIZE
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If you MAIL to EUROPE...

Consider the economy of having your printing and mailing done on the Continent. *Newsweek*, *Reader's Digest* and the *New York Times* have discovered the advantage.

Write for information—no obligation.

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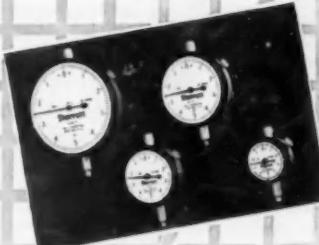
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their cost. For prompt, precision
labeling of publications, catalogs,
tabloids, as well as envelopes,
write or call:

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226 W. 56th ST., N. Y. C.
JU 6-3530

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NOW! MESSAGE SIDE AVAILABLE
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- Postcards cost less than 1¢ each.
- Top quality—winners of 9 straight L.N.A. Awards.
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- Prompt, efficient service.

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FREE MERCHANDISING IDEA KIT —

COLOURPICTURE PUBLISHERS, INC.
400 Newbury Street, Boston 15 Mass.



The Company Editor

a column on house publications
by James McAdam

I ONCE LISTENED to "Bus" Reed conducting a seminar on how to improve direct mail. He asked the audience to present their views or questions on any aspect of the problem they cared to discuss. One man after another promptly rose to discuss such topics as the use of color, letters versus postal cards, First-Class or Third-Class mail, envelope size, quality of stock, etc. Since nobody mentioned copy, "Bus" began to gently urge the audience to introduce the subject. For thirty minutes he kept up this tactic, but to no avail. Finally, in desperation, since the seminar was fast coming to a close, he fixed the audience with his eye, spread his arms in a gesture of appeal, and said: "Won't somebody please introduce the subject of copy? It happens to be the foundation of printed communication." But nobody stirred. Apparently, a discussion of copy was as welcome in this conclave as a Negro at a Mississippi lunch counter.

Recently a member of the panel of judges selecting the outstanding company publications at the Direct Mail Advertising Association Convention commented that the entries were so impressive and beautiful looking he was tempted to read them from cover to cover. Let me repeat the last part of that sentence just so you don't miss it: "*tempted* to read them from cover to cover." How could you judge a company publication without reading the copy?

Now comes a publicity release from Edward Stern & Company, printers of Philadelphia, New York, and Pittsburgh. It states that the printing firm, in conjunction with New York University and the American Association of Industrial Editors, is establishing an award to be given at the next A.A.I.E. convention. I congratulate the Edward Stern organization. It's a fine gesture. And we could do with more help to upgrade our "profession." But note the basis for selecting the outstanding publications in this contest: "All entries will be reviewed on the following elements: (1) Design and Layout; (2) Typography and effective use of graphic processes; and (3) Inventiveness and originality." Once again,

copy has been shunted aside in favor of an accent on the visual.

A Double Standard

Am I against exciting visual presentation? Of course not. But what bothers me is that we already give the visual more attention than copy. This will be denied by a great many people. One just can't be against motherhood—or copy. But let's face it, many a mother has been honored in public and forgotten in private. I happen to feel that a great deal of our so-called interest in copy is simply lip service.

You don't agree? Well, let me ask you this: If the A.A.I.E. believes it is sound practice to completely ignore the copy of a publication and give it an award for just the visual, do they also have another contest that ignores the visual completely and gives an award for copy? I believe you'll find, although I'd be happy to be proven wrong, that a double standard exists here. It's all right to ignore copy in favor of the visual, but not all right to ignore the visual in favor of copy. You can prove this by examination of publications that have won awards for excellence. You could take those that contain little or no artwork, are produced simply, and depend almost entirely on copy for effectiveness and stick them in your pearly ear. It happens to be much easier to see the visual aspects of a company publication than it is to wade through the copy, sentence by sentence, and judge its effectiveness of thought.

Message Plus Atmosphere

In my opinion it is not possible to divide a company publication into components for purposes of judgment. But I will do so for the purposes of this discussion. For want of better explanation, I would say that the two main components of a company publication are: (1) the message; (2) the atmosphere in which the message is presented. While the message is communicated in most cases by copy, I'll admit there is a small percentage of publications in which the visual is also a means of communicating the message.

An example of this is *Pittsburgh Quote*, the great external publica-

tion of the Herwick and Held Printing Company of Pittsburgh. This piece has won many awards. It is one of the most expensively beautiful printing jobs in the field of company publications. The artwork, pictures, colors, typography, layout, design—everything about its appearance is lush, artful, varied, and visually exciting. Each issue is a case book of the printer's skill. And it's done deliberately, with logic. Herwick and Held happens to be one of the great quality printers in the country. What better way to communicate the degree of their skill than to demonstrate it in their own publication? Copy could not do this nearly so well. The visual aspect of *Pittsburgh Quote* is the sales message. (The copy, aimed at the past and present history of Pittsburgh, is great, too.)

Another example is the Aluminum Company of America's newsletter. This, too, is beautiful to the eye. But once again the visual is a major part of the message. The company is trying to suggest new uses for aluminum. This can be done much better visually, in beautiful color photography, than with copy.

Everything In Its Place

But in most cases, the visual aspects of the piece is simply atmosphere. It is secondary to the message contained in the copy. But you couldn't prove this, I repeat, by examination of award-winning publications. But what does the winning of such an award under these circumstances prove? At most it means the judges were impressed by the visual. Of course, it can be argued that if the judges were impressed by the visual, the audience for the publication might be impressed by the visual, too. So what? Are you merely trying to provide the audience for your publication with a pleasurable visual thrill? Or does your publication have a greater purpose, e.g., selling an idea or a product? Of course, it does. And this product or idea will be bought or ignored depending upon the quality of your message, the copy. A Viennese restaurant with candles on the table and sixteen strolling violinists certainly provides a helpful atmosphere for romance. But boy doesn't get girl

unless, amidst the atmosphere, his message comes across loud, and compelling. He simply has to "pop the question" eloquently. And you must "pop the question" to your audience in an appealing manner, too. No amount of atmosphere removes this necessity.

No, I'm not against artful visual atmosphere for the presentation of the message. It has its place. But its place is several places behind some other mightily important considerations. And it is for these priority considerations that I raise the banner.

I'm afraid the imbalance between the attention we give the visual versus copy has done harm. How much money has gone into production that should have been spent for editorial talent? How much money has gone into production that would have been more effectively spent in increased frequency of publication? And is it not true that the accent on the visual, aside from financial considerations, has caused some publications to lose their audience because they appear out of character? I submit, for example, that an internal ostensibly dispensing news should appear in newsprint, that slick paper, color photography, etc. actually detracts from its image as an urgent dispenser of "hot" news. I submit that lush production of annual reports can play hob with the stockholder's opinion of the company's ability to put first things first when it comes to spending a dollar. I submit that newsletters can lose their feel of being the inside story, the intimate, the urgent, the informal but informing if they are dressed to kill. I submit that the visual can actually divert an audience away from the message contained in the copy.

For the reasons contained in this sermon—and many I haven't been able to think of—I'm dead set against setting up any award for company publications that ignores copy. The visual and the copy are inseparable parts of a company publication.

A Challenge

None of this is a slur against the Stern Company, the A.A.I.E., New York University or anybody else. But I would say this: Is it not true, for whatever the reasons, that more attention is now paid to the visual than to copy? If so, why aggravate the situation? But if there must be an award for the visual to the exclusion of the copy, I demand equal time for copy. Let's carry this logic to its ultimate end. Let's have an award for copy—even if written on toilet paper with a crayon. I dare you.

Have a very good new year.*

advertise YOUR MAILING LISTS in this magazine

Let us help you earn extra income from the rental of your customer and prospect names to companies not competitive to your line of business. You can earn \$15 - \$20 per thousand-names-rented. This could be your answer to rising costs, to help defray the cost of building and maintaining your lists.

Many, many readers of this magazine are in the market for new sources of names every week of the year. Your names may be just what they are looking for to sell magazine subscriptions, quality products to consumers and business executives, quality business services of every description. Make these pages a prime source of contact.

HOW TO GET AN INQUIRY—The headline of your ad should state specifically the kind of people on your list and/or what they have bought or inquire about. For example: Buyers of Expensive Gifts; Subscribers to ABC Engineering Gazette; Inquiring Prospects for "X" Business Service. You should state the number of names you have on each kind of list you are offering, rental price, how names were acquired, when acquired (age), whether your list is on plates, stencils, labels or must be addressed from cards, and give some idea of what your customers buy from you, (unit of sale) or what your inquirers inquire about.

YOU WOULD DO WELL TO WORK THROUGH A BROKER—The details of rental (order handling, follow-up, payment, security) will be easy if you work through a qualified list broker (see our Direct Mail Directory in back of this issue under Mailing List Brokers). They can advise you in so many areas of pricing, amount of use your list can stand, who should be able to use it, how to handle your list. They will secure samples of proposed mailing piece to be addressed to your names so that you can approve or disapprove the order. You are always in control of who uses your list. Yes . . . brokers can be invaluable . . . can bring rental business to your door, regardless of any advertising you do here. But advertising does bring your list to their attention in the first place, reminds them that it's on the market and at the same time, informs renters (many of whom the brokers are in close touch with) that you have a list on the market that they should test. Matter of fact, will be glad to send you tear-sheets showing a wide variety of typical list ads that have run in our magazine that you can use as a guide.

ADVERTISING RATES:

Space	1 Time	6 Times	12 Times
Full Page	\$425	\$400	\$375
Two Thirds Page	320	300	280
One Half Pg. (island)	260	250	240
One Half Page	245	235	220
One Third Page	175	165	150
One Sixth Page	90	85	80
One Inch	22	20	18
Inside Cover	450	425	400
Back Cover	475	450	425
2 Page Spread	800	750	700

Rates Based on 11,000 Distribution

Reporter of Direct Mail Advertising

224 Seventh Street, Garden City, L.I., New York

- () Please send us tear-sheets of typical list ads.
() Contact us immediately about our list ad.

Name

Company

Address

City Zone State

DIRECT MAIL INSTITUTE TO BE HELD IN CHICAGO

The Direct Mail Institute, a two-day training session for newcomers to direct mail, will be held in Chicago sometime this coming Spring. Sam Wasserman, James Gray Inc., and Fred Messner, McCann-Erickson, will be co-chairmen of this highly successful venture which was held for the first time this past September at the Summit Hotel, in New York City.

The purpose of the DM Institute is to give newcomers to direct mail advertising a background in mail advertising fundamentals. A carefully selected faculty of working professionals meet with "students" in small groups, review lectures and pose problems which the students must try to solve.

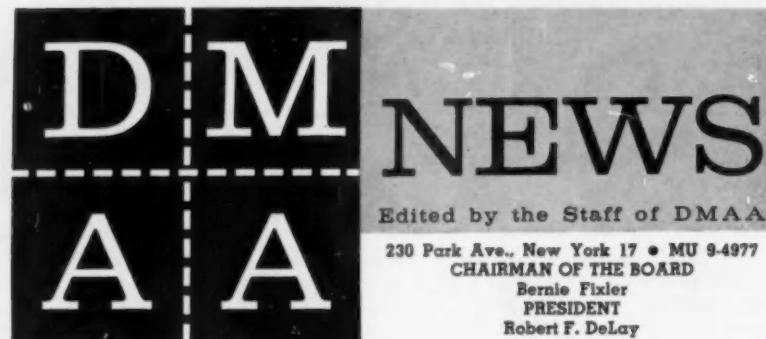
Thirty-eight students attended the first Institute, although the Educational Committee which sponsored it had hoped to limit the attendance to 30. Even so, many applicants were reluctantly refused during the final week. Reports from students who attended have expressed their complete satisfaction with the program, and it is expected that the upcoming Chicago conclave will meet with the same favorable reaction. A tentative limit of 35 has been placed on registration. The fee of \$70 for the two-day meeting will remain the same.

Two other events have been scheduled for the Spring, although the exact dates have not yet been established. An Industrial Workshop will again be held in Pittsburgh, Pa., where it met with such favorable reaction in 1960. A Circulation Seminar will be held in New York City, probably in February. Watch these pages for further details. *

DMAA ATTENDS SENATOR JOHNSTON BIRTHDAY PARTY

Representatives of the DMAA attended a birthday party for Senator Olin D. Johnston (Dem. S.C.) held on November 16 at the Continental Hotel in Washington, D.C. John Jones, the association's Washington representative, was among those in attendance. DMAA members reserved two tables at the luncheon.

Senator Johnston has been Chairman of the Post Office and Civil Service Committee of the Senate for the past 9 years. He is a staunch advocate of the Postal Policy Act of 1958 which calls for a separation of adequate public service expenditures from the Post Office Budget. *



Edited by the Staff of DMAA

230 Park Ave., New York 17 • MU 9-4977

CHAIRMAN OF THE BOARD

Bernie Fixler

PRESIDENT

Robert F. DeLay

OVER 100 TURN OUT FOR HIGHLY SUCCESSFUL FIRST ATLANTA DIRECT MAIL DAY

Over 100 direct mail practitioners showed up for the first Direct Mail Day ever held in Atlanta, Georgia. The meeting, held on November 10th at the Dinkler-Plaza Hotel was sponsored by the Atlanta Advertising Club and DMAA. Bob DeLay, DMAA president, described the turnout as encouraging in light of the fact that it was the first attempt of its kind in this area, and because of the considerable attendance from out-of-state registrants from Florida, Mississippi, Alabama and Tennessee.

Putney Westerfield, Circulation Director for *Time Magazine*, gave the luncheon address—"Let The Seller Beware"—in which he described *Time's* efforts to create a quality image for *Time's* subscription solicitation, both through the mails and through other channels.

Lawrence Chait (Lawrence G. Chait Inc.) told the dinner audience how to plan their strategy in advertising

and selling by mail.

Following the keynote address by President DeLay, Bernie Fixler, new DMAA Chairman of the Board, addressed the gathering on the need to support direct mail advertising. He touched briefly on newspaper attacks on the direct mail medium, a prelude perhaps to sterner efforts when Congress reconvenes in January.

Max Sackheim's "The Seven Deadly Sins of Mail Order" enumerated the many pitfalls the novice is likely to find in a mail order enterprise. His advice, if you don't have plenty of capital and a lot of determination and a solid well tested list, don't bother. The speech will be reprinted by the DMAA into booklet form to be used to answer the many inquiries the association receives from individuals seeking advice on starting a mail order business.

A presentation of the 1961 Mail

100 mailers from several Southern States attend a business meeting.



THE REPORTER OF DIRECT MAIL ADVERTISING

Box Winners and the Henry Hoke Award preceded the luncheon after which the group reconvened to participate in the Town Hall Meeting. Those who attended the New York convention will remember this as an audience participation event in which direct mail currently in the mails is criticized both by a distinguished panel and by members of the audience from their seats. Serving on moderator "Pete" Hoke's panel were Guy Yolton (*Nation's Business*), Ferd

Nauheim (Kalb, Voorhis & Co.) and Bob Finley (The Mead Corporation).

Following the hour and forty minute Town Hall session, Circles of Information were formed where attendees could meet in smaller groups to discuss copy, lists, production etc. in seminar fashion.

Described as a success by audience and participants alike, plans are already being formed for next year's Atlanta Direct Mail Day. •



COAST CONVENTION TO FEATURE DM CONTEST

The DMAA West Coast Convention, to be held April 25 at the Hotel Fairmont in San Francisco, will feature a presentation of awards to creators of 20 outstanding direct mail campaigns. The contest and the presentation of awards will parallel the annual DMAA Leaders Contest. However, it will be open to campaigns created in the Western 13 states. While a campaign must have originated in the West to qualify for judging, it can be either national or local in scope. Jack Shelton, well known San Francisco direct mail consultant, will be Contest Chairman. The closing date for entries has been tentatively set at March 15. Full information on rules can be obtained by writing DMAA Headquarters at 230 Park Avenue, New York 17, N.Y.

The West Coast Meeting will be

jointly sponsored by the DMAA and the San Francisco Advertising Club. Jack Shnider of Zellerbach Paper Company is the Program Chairman, and Ken Morgan, also of Zellerbach, the Promotion Chairman. Reservations can also be made by writing directly to DMAA Headquarters.

An outstanding program has already been pencilled in. Emphasis will be on participation events, rather than straight lectures from the podium. Town Hall, a popular segment of the national convention last October, and Circle of Information are two seminar programs already scheduled.

Walter Weir, Chairman of the Executive Committee of Donahue & Coe, will deliver the opening luncheon address.

Further details on this event will be featured in future DMAA pages. •



Above, *Time's* circulation director Putney Westerfield. Left, Bernie Fixler, Westerfield and Lew Gordon of Grizzard Advertising.

will receive one or more copies.

The booklet describes the role of business mail in stimulating sales, employment and national growth. •

NEW ROSTER PUBLISHED

A complete roster of DMAA members, the first in seven years, has been published and distributed to all DMAA members and directors. The roster lists 2,300 members as of July 1, 1961. Asterisks in the roster denote members who have participated in the association's Research and Development Program.

The booklet is broken down by state and then members are listed under the town in their home state. Included, of course, are all DMAA members from Canada, Mexico, Latin America, and overseas.

If you are a member, and for some reason have not received your copy, contact DMAA Headquarters. •



Walter Weir

BMF DISTRIBUTES 25,000 BOOKLETS

The Business Mail Foundation has just distributed 25,000 copies of its new booklet, "Your Faithful Servant, Business Mail." All DMAA members and directors have received copies.

Included on the distribution list of opinion-moulders, the group feels it must reach to create the most favorable climate for business mail, are the President, every member of his Cabinet, and the Congress. In addition 1,700 daily and weekly newspapers

Calendar of Events

APRIL

25-26 San Francisco, Cal.—West Coast Meeting, Fairmont Hotel.

SEPTEMBER

11-14 Chicago, Ill.—45th Annual Convention, Hotel Sherman.

Classified Advertising

Rates \$2.00 per line \$1.50 Situation/Help Wanted Minimum 4 lines

ADDRESSING ELLIOTT

Addressing Elliott, Addressograph and Speed-aumat Plates. Cut, stored and addressed. Plates fully insured. Fast Service. Complete mailing, printing, and bindery service. Est. 1920. DOOLITTLE & Co., 320 N. Dearborn St., Chicago 10, Ill.

ADDRESSING PLATES

SPEEDAUMAT—Embossed. Guaranteed 100% correct \$35.00 per M. Fast delivery. The Roskam Co., 1905 West 43rd, Kansas City 3, Kans. TAlbot 2-1881.

Scriptomatic masters composed. Lowest cost; highest quality; 100% accuracy. 10,000 or 1,000,000. Fast service. Only approved Scriptomatic materials used. References. Economial Corp., 105 N. Laramie Ave., Chicago 44, Ill. Columbus 1-5667.

America's largest, most experienced Speedaumat plate embossers give you fast, accurate and economical stencil-cutting service for only \$40.00 per M. Positive prompt delivery on any size list. Circulation Associates, Inc., 226 W. 56th St., N. Y. C. JU 6-3530.

ADDRESSING SCRIPTOMATIC

Scriptomatic Addressing on job or contract basis—cheaper than you can do it yourself.

JEROME S. FINSTON
Lynbrook, L.I., N.Y.
LYnbrook 9-2705

Scriptomatic Masters prepared — low cost — quality work — 100% correct. Typewriter addressing — practically "do-it-for-nothing" prices! Find out. The Roskam Co., 1905 West 43rd, Kansas City, Kansas. TAlbot 2-1881.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

ANTIQUE TYPE FOR OFFSET

FOTO-FONTS NO. 4 — 16-page, 8x10½ in. book contains 14 full fonts, including Tuscan Ornate, Ombree and Outline, Arboret, Dresden, Crayonette, Jim Crow, Chisel, Rustic, etc. Size range, 18 to 36 pt. Easy to set in precision alignment. Price complete, only \$4.00 postpaid. Many other low-priced fonts and clip-art items available. Free literature.

A. A. ARCHBOLD, Publisher
Box 332-K
Burbank, Calif.

MAILING LISTS

Direct Mail Proven Buyers. Over 790,000 Alpha Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

450 M Catholic Buyers — Contributors available from stencil and labels.

St. Anthony's Gift Shop
120 Liberty St., N.Y.C. 6

HOME BUYERS

Greater Boston Area. These are brand new names available weekly. Housewarmers, Box 577, North Scituate, Mass.

MAILING LISTS

RARE OPPORTUNITY FOR FUND RAISERS & CLUB PLANS!

OFFICIAL NEW 1961 LIST of 50,000 WOMEN'S CLUB Secretaries names . . . AT HOME ADDRESSES! (Church & Fraternal Groups included.) Names GUARANTEED 95% ACCURATE. Arranged by STATE. IMMEDIATE delivery. Sharp Ready-to-Mail GUMMED LABELS. Only \$17.50 per thousand names. Write for FREE Sample LABELS and complete Details. HEBERT DUNHILL & ASSOCIATES, Ltd., 55 East Washington St., Chicago 2, Illinois, DE 2-0580.

85,000 Scientists

Direct mail BUYERS of scientific and laboratory apparatus with \$80 average purchase. Outstandingly successful for periodicals, membership, books, equipment, etc. All lists geo-alpha by 14 professions. We address on your material or our labels. Lowest rates! Clean!

Active Advertising Associates
P. O. Box 277, Chelsea, Michigan

ENGINEERS AND SCIENTISTS. Over 155,000 at their home address. Select by types. On plates. Lowest rates. DECISION/INC., 2616 Colerain Ave., Cincinnati 14, O. 681-6800. TWX: CI 229.

65,000 RETIRED Federal Employees — Men; 100,000 Fisherman — \$15/M. Also 50,000 PRE-NATAL Names monthly. Query on these. Mail-trader, Box 643, Ann Arbor, Michigan.

PLASTIC CARD EMBOSSED

America's largest, most experienced plastic card embossers and mailers give you complete production for credit and ID cards in any quantity. Fast, accurate and economical service. Circulation Associates, Inc., 226 W. 56th St., N. Y. C. JU 6-3530.

PLATE CUTTING

3 Line — \$33.00 M

4 Line — \$36.00 M

Pure Zinc Speedaumat Plates cut on our Automatic Tape Graphotypes.

Accuracy guarantee: Bad plates recut free. Prompt Service

LIST CORPORATION OF AMERICA
873 Broadway, New York 3, N. Y.
GR 3-7945

PROSPECT MAILING LISTS

Businesses, professions, trades. Buy complete or by states. In manuscript form. Alfred G. Latcha, 22448 Barbara St., Detroit 23, Mich.

SPEEDAUMAT PLATES

For just 7½¢ per plate more your lists can be beautifully embossed, fully punctuated, and guaranteed 100% accurate. Virgin zinc plates. Base price \$40.00 per M. Advertisers Addressing System, 703 North 16th St., St. Louis 3, Missouri.

WILL INVEST

Will Invest and Participate in Going Letter shop wanting capital to expand, modernize, automate and promote. Write to HOWARD MANN, List Corporation of America 873 Broadway, New York 3, N. Y.

STENCIL CUTTING

ELLIOTT STENCIL CUTTING. Fast Service, Accurate Workmanship. Inked and ready for use. Advise quantity—we will quote promptly. Write, Phone or Wire LEWIS ADVERTISING CO., 6 S. Green St., Balto. 1, Md., LE 9-5100.

HELP WANTED—MALE

ASSISTANT TO ADVERTISING DIRECTOR

MAIL-ORDER AND/OR DIRECT MAIL BACKGROUND DESIRABLE

Nationally-known mail order company, biggest in its field and still growing, needs an assistant to its Director of Advertising. We want a man with experience, imagination and know-how, who has already proven that he can conceive ideas and follow through on their execution. Our man must have a keen analytical mind, be at home with figures, and be a self-starter.

SALARY OPEN—
MANY OTHER BENEFITS
Submit resume, including current and past earnings, in complete confidence to:
Box #121
Reporter of Direct Mail Adv.

SITUATION WANTED

ADVERTISING

Creative Direct Mail Exec.

Ideas, not words. Seasoned copy/contact experience. 15 yrs. creative director getting concepts across for leading organizations. Names you know. Versatile, persuasive, prolific. Mature self-starter. Full command all graphics. Seeks No. 1 creative post with growth-conscious house. Resume, portfolio, top refs. BOX 122, The Reporter of Direct Mail Adv.

MALE OR FEMALE

If you are looking for a position or personnel replacement contact the following:
New York City Area . . . A. J. Gould, Albert Frank-Guenther Law, Inc., 131 Cedar Street, N. Y. 6 . . . National . . . Mrs. Ruth L. Laguna, Direct Mail Advertising Association, 230 Park Ave., New York 17, N. Y.



"Ever consider hiring a professional to take up the office collections?"

VANDERBILT UNIVERSITY TOPS AAC CONTEST

Vanderbilt University recently won the *Time-Life Award*, given each year for the best direct mail effort in alumni contribution solicitation. The award is made in conjunction with the regularly scheduled competition sponsored by the American Alumni Council, 1707 N Street, N.W., Washington 6, D.C.

The campaign was cited for a "total impression that imparted simple dignity to the appeal and was a fine reflection of the University itself."

Three letters, each supported by an enclosed folder, made up the content of the appeal. Copy for the first letter, printed below a photograph of five old grads laughing together, was as follows:

Dear Alumnus,

Reunion is a time to rear back and laugh; it's hard not to when old classmates start kidding.

Nobody knows for sure what makes Vanderbilt reunions this much fun. Whatever it is, it works some kind of magic. A pat on the back jars memories loose, and a handshake can whisk you back to another decade.

It is this spirit that brings alumni back, that makes them want to be here. They come back to laugh and talk and remember when. They come back to see how far they've gone away, to see how much they've changed. They come back to see their youth, because a part of it is always here.

There is magic wherever Vanderbilt people meet, this spirit whenever they come together. They know that everyone is young when with old friends. This is the secret alumni share. And it is probably why they can laugh together.

These Vanderbilt people have a knack for doing things together. And there's not much they can't do if they set their minds to it. The enclosure talks about the latest project, and you will probably want to help.

You decide the amount—whatever it is. Vanderbilt can do a better job because of it.

The judges felt the weakest entries lacked warmth. Stuffy and insincere writing was also a drawback to many of the efforts. Also, in many cases, the only reason provided for giving was the fact that an alumnus happened to be an alumnus. •

WITH APOLOGIES TO JACK LESLIE

In our October issue, we made a reference to Jack Leslie (Leslie Creations, Lafayette Hill, Pennsylvania) which some readers may have construed as being critical. Here's a portion of Jack's letter to Publisher "Pete" Hoke, received shortly after the recent DMAA convention.

When Mary and I ran into you at the convention on Thursday afternoon, we had not yet seen the October issue of the *REPORTER OF DIRECT MAIL*, hence I did not have the opportunity to say thank you for the kind mention of us on page 46, in the

NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? No matter what they're doing, we'd like to include them in this monthly round-up of . . . "Names In The News"

Charles Russell has been appointed to public relations manager post at the Boston office of Albert Frank-Guenther Law . . . **James S. Peck** is a new account exec at de Garmo Inc. . . . **Julian Joseph Jr.** has been appointed vice president and media director for Maxwell Sackheim-Franklin Bruck Inc. . . . New director of public relations at Herbert Baker Advertising is **Don Rose** . . . Manfield, Fairbanks has named **Jack Blum** to head up its new retail consulting service . . . **Robert Vanne** appointed sales rep for Gilbert Paper Company . . . **Arthur Stein** named advertising director for *Redbook Magazine* . . . **Carroll H. Weiss** is the new research media advisor for Schering Drugs . . . **R. F. Kell** has been named advertising manager of the Business Machines Division of Fairchild Camera and Instrument . . . **Byron Chandler** has joined the New York office of Ketchum, MacLeod & Grove as media manager . . . **Guy Reny** is the new general sales manager at Thomas Collators . . . **Elmer S. Lipsett**, longtime director of S. D. Warren's Printed Idea Exchange, retired recently . . . New art director at Hazard Advertising is **Stan Ettinger** . . . **Bass Dyer** up from ad manger to manger of sales service at Mail-Well Envelope . . . **Bill McGiven** succeeds him . . . **Arthur W. Winter** has been elected chairman of the board of newly formed agency King-Smith-Evans-Winter-Hebb Company . . . The Connelly Organization has named **Ernest P. Schofield** comptroller . . . **Malcolm Forbes** was a recent speaker at

New York's Hundred Million Club . . . **William T. Todd** has been named creative director at Geyer, Morey, Madden & Ballard . . . **David E. Guerrant** has been elected president of MacFarland, Aveyard, Chicago ad agency . . . **Gerald Clarke Jr.** has been appointed Direct Mail Promotion Manager for *McCall's Magazine*. He was with Benton & Bowles . . . Three former General Electric ad executives, **Robert J. Kubiak**, **Thomas E. Carpenter**, and **John J. Flanagan** have formed an ad agency bearing their names in Chicago . . . **Rodwell V. W. Todd** has joined the copy staff of the New York office of Rumrill Company . . . **Donald Lawder** has been appointed vice president and creative director of Salesmakers . . . **Irwin Osias** has been appointed general manager of GPI Division of Sun Chemical . . . **Philip Rosler** is the new public relations director of Industrial Marketing Associates . . . **Edward J. Ledder Jr.** has been promoted to Director of Pharmaceutical Marketing at Abbott Laboratories . . . **John Veckly**, director of advertising at US Steel, was elected chairman of the board of the ANA . . . **Richard Mann** joins Smith, Henderson & Berey as vice president . . . **Craig Perkins** joins copy staff, same firm . . . **Senator Barry Goldwater** will address the NPTA this coming April . . . **Edwin H. Watts** has been named secretary-treasurer for Strip Printer Inc. . . . **Albert J. Heinrich** has re-joined the creative staff of Beaumont, Heller & Sperling Inc. •

article entitled "Another Look at MAIL ORDER FRANCHISES."

I am thanking you with tears in my eyes, however, because, Pete, I think it did us more harm than good.

The paragraph in which the reference was made to us was titled "Flies in the Ointment" . . . as if this suggestion wasn't bad enough, you quoted us as saying that we were "franchising" our products for other mailers.

Pete . . . Nothing could be further from the truth!

Mary and I abhor the perfectly ridiculous idea of anyone trying to "franchise" an individual's right to use the United States Mail. The entire concept is utterly stupid, and in my opinion anyone who falls for the unbelievably idiotic idea of paying for a "franchise" to exercise his constitutional privilege of using the United States Mails, ought to have his head examined.

The reason I say that the reference to us

in such an article may have been more harmful than beneficial is that, after appearing as one of the moderators on Thursday afternoon's "Circles" table on Mail Order, a couple of folks in the group who had been contemplating a pre-Christmas test of our Brochure approached Mary and I with a copy of the article, advising us that they "didn't know how to take the reference made to Leslie Creations."

Of course, a careful re-reading of the paragraph makes it clear that the reference was intended to be favorable.

As Jack indicates, the reference was intended to be completely favorable. He, along with his wife Mary, owns and operates one of the most successful mail order enterprises in the country, offering unusual quality merchandise, much of it "invented" by Jack himself. •

Direct Mail Directory

LISTINGS ONE LINE PER ISSUE. \$24.00 PER YEAR. UNDER SPECIAL HEADINGS. \$30.00 PER YEAR

ACCENT ON EXCITING ATTENTION-GETTERS

Brownie Manufacturing Co., 261 Broadway, New York 7, N.Y. (WO 2-0546)

ADDRESSING

Creative Mailing Service, Inc., 400 N. Main, Freeport, N.Y. (FB 8-4830)

ADDRESSING AND MAILING

Automatic Mailing & Printing Service, 429 Newark Ave., Elizabeth, N.J. (FL 1-2211)

Mailmasters, Inc., 460 Nordhoff Place, Englewood, N.J. (LO 7-4511)

Shore Direct Mail, Inc., 911 First Ave., Astoria Park, N.Y. (GI 2-2063)

ADDRESSING SCRIPTOMATIC

Jerome S. Finston, 117 Sherman Ave., Lyndook, L.I., N.Y. (LY 8-2705)

ADDRESSING — TRADE

Belmar Typing Service, 94-11 111th St., Richmond Hill, N.Y. (VI 6-5322)

Han Lewis Addressing, 987 Seneca Street, Brooklyn 3, N.Y. (DI 2-4793)

ADVERTISING AGENCIES SPECIALIZING IN DIRECT MAIL

The Buckley Organization, Philadelphia Nat'l Bank Bldg., Philadelphia 7, Pa.

Yosebi Sandler Advertising, Inc., One Gramercy Park, N.Y. 3, N.Y. (OB 4-9400)

ADVERTISING ART

A. A. Archbold, Publisher, 410 South Main St., Burbank, Calif. (TH 2-2723)

Just Art, 307 Fifth Ave., New York 16, N.Y. (MU 6-2750)

Harry Volk, Jr., Art Studio, 1 Pleasantview 8, N.J.

ADVERTISING SPECIALTIES

American Advertising Specialists, 501 Rockaway Ave., Brooklyn 33, N.Y. (HY 6-1995)

Premco Lettering Co., Inc., 303 East 40th St., New York 17, N.Y. (PL 3-5945)

Gries Reproductors Corp., 125 Beechwood Ave., New Rochelle, N.Y. (NE 8-5600)

R. H. Graesert, 100 Gold St., New York 33, N.Y. (TU 6-6290)

ART AND DESIGN FOR DIRECT MAIL

Al Carchia, Jr., 210 Park Ave. So., New York 5, N.Y. (OB 4-5748)

AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5496)

Hoover Letters, 332 Fourth Ave., New York 10, N.Y.

Reynolds, Reynolds & Reynolds, 2375 East Main Street, Columbus 2, Ohio (BE 1-6290)

CHESHIRE MAILERS

Automatic Mailing & Printing Service, Inc., 829 Newark Ave., Elizabeth, N.J. (FL 1-2211)

Mail-O-Matic, Route #16, Parsippany, N.J. (DE 4-8442)

Mailing Service, Inc., 4017-27 Ludlow Street, Philadelphia, Pa. (EV 6-5160)

COPYWRITERS (Fees Lance)

Paul J. Bringe, 1010 Bank Bldg., Hartford, Wis. (no copy shop)

270 Madison Ave., New York 16, N.Y. (PL 3-4545)

Betty Matzenow, 182 Cooper Ave., Upper Montclair, N.J. (PL 3-5835)

Orville E. Smith, 100 W. Huron St., Howell, Mich. (Tel. 6-6565)

DIMENSIONAL "STOCK DESIGN" DIRECT MAIL PROMOTIONS

Marvin Advertising Corp., 361 Manhattan Ave., Brooklyn 22, N.Y. (EV 9-6633)

DIRECT MAIL AGENCIES

"ad-mail" Publishers, 223 West 34th Street, New York 1, N.Y. (LA 4-8116)

America Associates, Inc., 601 Madison Ave., New York 22, N.Y. (PL 1-0121)

American Mail Advertising, Inc., 1000 Stewart St., Seattle 4, Wash. (WA 4-5699)

American Assoc. Div. of Lathem Printers, 1 Hudson St., New York 13, N.Y. (WO 6-5369)

B. L. A. House, 26-32 Clinton St., London E.C.2, Eng. (Bishopsgate 6277)

Leo P. Holt Jr., 61 E. Jackson Blvd., Chicago 4, Ill. (HA 7-9187)

The Buckley Organization, Inc., 240 Walnut St., Philadelphia 3, Pa.

Dickie-Raymond, Inc., 225 Park Ave., New York 16, N.Y. (MU 6-2280)

Direct Mail Markets Co., Inc., 513 Madison Ave., New York 22, N.Y. (PL 9-3113)

The Creative Division of James G. Gandy, 216 East 45th St., New York 17, N.Y. (PL 2-9000)

John M. Lord & Co., 171 Newbury St., Boston 16, Mass. (CO 7-1929)

Lawrence G. Chait & Co., Inc., 373 Park Ave., New York 22, N.Y. (PL 1-7220)

Harold Marshall Advertising Co., Inc., 171 Madison Ave., New York 16, N.Y. (MU 6-5632)

Maxwell Sackheim-Franklin Bruck, Inc., 344 Madison Ave., New York 22, N.Y. (PL 1-3151)

McCormick Armstrong, 1501 E. Douglas Ave., Wichita 1, Kan.

McVicker & Higginsbom, Inc., 11 West 42nd St., New York 36, N.Y. (OX 3-4982)

Monogram, Inc., 515 Madison Ave., New York 22, N.Y. (PL 3-874)

R. L. Polk & Co., 431 Howard St., Detroit 31, Mich. (WO 1-9479)

Reply-O Letter Co., New York, 7 Central Park West, New York 23, N.Y. (PL 3-5818)

Reply-O Letter Co., Indianapolis, 100 No. Michigan Ave., Chicago 2, Ill. (MI 2-2858)

Reply-O Letter Co., Boston, 10 Post Office Square, Boston 9, Mass. (HA 6-1553)

Reply-O Letter Co., Cleveland, 1750 East 23rd St., Cleveland 1, Ohio (PR 1-8479)

Reply-O Letter Co., Toronto, Canada, 47 Eglington Ave., East, Toronto, Canada (HU 1-7201)

Reply-O Letter Co., Brisbane, Australia, 34 Alfred Street, Valley, Brisbane, Australia (5-2151)

Reply-O Letter Co., R.I.A. House, 26/22 Clifton St., London, E.C.2, England (BI 4377)

The Reuben H. Donnelly Corp., 1 Prudential Plaza, Chicago 1, Ill.

Sales Letters, Inc., 133 West 23rd St., New York 10, N.Y. (WA 2-0580)

The Smith Company, 47 Fremont St., San Francisco 5, Calif. (SU 1-6564)

Smith & Hemmons, 2617 S. Broadway, Los Angeles 7, Calif. (RI 9-9266)

The St. John Associates, Inc., 75 West 45th St., New York 36, N.Y. (JU 2-3244)

William Steiner Associates, Inc., 600 Madison Ave., New York 22, N.Y. (TE 8-1335)

DIRECT MAIL CREATORS AND PRODUCERS

Cabot-Letter, 910 West Van Buren St., Chicago 7, Ill. (MO 6-9878)

Cabot-Letter, (In New York City, dial 211, ask for) ENTERPRISE 6530

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The Rylander Co., 210 W. Jackson Blvd., Chicago 3, Ill. (RA 6-4700)

DIRECT MAIL EQUIPMENT

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Bell & Howell, Phillipsburg, N.J.

M. H. Runn Co., 7605 S. Vincennes Ave., Chicago 20, Ill. (HU 3-4455)

Cheshire, Inc., 1644 No. Honore St., Chicago 2, Ill.

T. W. & C. B. Sheridan, 228 Church St., New York 13, N.Y.

Elliot Industries, Inc., 449 Albany St., Cambridge 3, Mass.

Felina Tying Machines Co., 3551 N. 25th St., Milwaukee 1, Wis. (HI 5-1511)

Friden, Inc., 2350 Washington Ave., San Leandro, Calif.

Heyer, Inc., 1530 South Kostner St., Chicago 22, Ill.

International Business Machines, 345 Madison Ave., New York 22, N.Y.

Mailers Equipment Co., Inc., 40A West 18th St., New York 11, N.Y. (CH 3-3442)

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Miracle Bowl Corp., P.O. Box 258, Englewood, Colorado (SK 6-4237)

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2123 East Ninth St., Cleveland 15, Ohio (SU 1-4220)

Universal Color Corp., 114 Sullivan St., New York 1, N.Y. (WA 4-4400)

Ace Business Service, Inc., 22-12 Ward St., Stamford 10, Conn. (GI 8-4302)

Creative Mailing Service, 160 N. Main St., Freeport, N.Y. (FM 8-4830)

Elliott Industries, Inc., 117 Leonard St., New York 13, N.Y. (WA 3-1372)

ENVELOPES

The American Paper Products Co., Envelope Terrace, Southern Blvd. at McClurg Rd., Youngstown, Ohio (SK 8-4545)

Atlantic Envelope Co., P.O. Box 1267, Atlanta 1, Ga. (TA 6-3886)

Berlin & Jones Company, 801 West 28th St., New York 1, N.Y. (WA 4-4400)

The Boston Envelope Co., 397 High St., Dedham, Mass. (GA 5-0000)

Brown & Root, Inc., 2707 McKinley Ave., Ft. Worth, Tex. (306-3060)

Business Envelope Manufacturers, 1000 University Ave., Pearl River, N.Y. (PL 1-2670)

Columbia Envelope Co., 2015 N. Hawthorne Ave., Mead Park 1, (F1 3-0100)

Curtis 1000, Inc., 1000 University Ave., St. Paul 4, Minn. (TA 5-2700)

Detroit Tullar Envelope Co., 2139 Howard St., Detroit 16, Mich. (TA 5-2700)

Doubtless Envelope Co., 1000 University Ave., Roanoke, Va. (KA 6-7644)

Garden City Envelope Co., 3001 No. Rockwell St., Chicago 18, Ill. (CO 7-3600)

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L & H Envelope Corp., 11-17 Beach Street, New York 13, N.Y. (WU 6-3553)

Med Corporation, 2 Prince St., Brooklyn 1, N.Y. (JA 2-6160)

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Pavey Envelopes & Tag Corp., 15-19 Prince St., Newark 1, N.J. (N.J.-MA 3-0100)

Rochester Envelope Co., 212 Clarissa St., Rochester 14, N.Y. (HA 3-2404)

S. Cuppler Envelope Co., Inc., 360 Furman St., Brooklyn 2, N.Y. (TR 5-2265)

Specialty Envelope Co., 1234 West Eighth St., Cincinnati, Ohio (CH 1-3641)

The Standard Envelope Co., 1600 East 30th St., Cleveland 14, Ohio (PH 1-3960)

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factories: So. Hackensack, N.J.; Memphis 2, Tenn.; St. Louis 1, Minnesota 1; Des Moines 14; Ft. Worth, Texas; Sales Offices: 1000 University Ave., St. Paul 4, Minn.

Transo Envelope Co., Inc., 2512 N. Kimball Ave., Chicago 18, Ill. (IR 8-8914)

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United States Envelope Co., Springfield 2, Massachusetts (RE 6-7211)

Sales Offices—217 Broadway, New York 7, New York (BA 7-5700)

factories—21 N. LaSalle Street, Chicago 1, Ill. (IR 8-8914)

Worcester 5, Mass.; Springfield 2, Mass.; Rockville, Conn. (N.Y. 3-2241)

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Wolf Detroit Envelope Co., 14700 Dexter Blvd., Detroit 22, Mich. (DI 1-2221)

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Curtis 1000 Inc., 1000 Vandebilt Ave., W. Hartford 10, Conn. (JA 2-2121)

Garden City Envelope Co., 3001 No. Rockwell St., Chicago 18, Ill. (CO 7-3600)

Heal Envelope Co., 4500 Cortland St., Chicago 20, Ill. (CA 7-3400)

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Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (GA 1-3800)

The Szwarc Company, Inc., 4500 Cortland St., Chicago 18, Ill. (CA 7-3400)

The Wolf Envelope Co., 1750 E. 23rd St., Cleveland 1, Ohio (PR 1-8470)

FOREIGN MAILINGS

City Service, 1000 Vandebilt Ave., W. Hartford 10, Conn. (JA 2-2121)

DeMutato N. V., 1000 Vandebilt Ave., W. Hartford 10, Conn. (JA 2-2121)

Dillon, Agnew & Marton, Inc., 654 Madison Ave., New York 21, N.Y. (PL 2-0170)

Jock Falkson/Effective Letters, 1166 Sixth Ave., New York 21, N.Y. (CO 4-2241)

Letters U.S.A., Inc., 1166 Sixth Ave., New York 21, N.Y. (CO 4-2241)

Targol Associates, 86/88 Acre Lane, London, England, S.W. 2

Rob Holland Limited, 86/88 Acre Lane, London, England, S.W. 2

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Golf Ball Advertising Co., P.O. Box 4232, Phila. 18, Pennsylvania (PE 5-9910)

GUMMED STAMPS—LITHOGRAPHED AND PERFORATED

Eureka Specialty Printing Co., 330 Electric St., Scranton, Pa. (DE 6-6511)

Fleming-Potter Co., Inc., 1270 Broadway, New York 1, N.Y. (LO 5-3530)

Fleming-Potter Co., Inc., 185 N. Wabash, Chicago 1, Ill. (ST 2-4927)

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Van Son Holland Ink Corp. of America, Union & Liberty Sts., Mineola, N.Y. (PI 6-2690)

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Advertising Distributors of America, Inc., New York, 21, N.Y. (WU 9-5188)

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Bonded Mailings Inc. Nationwide, 754 4th Ave., Brooklyn 22, N.Y. (SO 8-4819)

Circulation Associates, 1745 Broadway, New York, N.Y. (JU 6-3350)

Brookline O'Farrell, Inc., 1000 Vandebilt Ave., W. Hartford 10, Conn. (JA 2-2121)

Creative Mailing Service, 500 North Main St., Freeport, N.Y. (PR 5-8830)

Duffy Electronic Mailers, 200 North Main St., Freeport, N.Y. (PR 5-8782)

Decision Inc., 4016 Red Bank Rd., Cincinnati 27, Ohio (BR 3-2200)

Lemarge Mailing Service Co., 417 S. Jefferson St., Chicago 7, Ill.

Mailers, Inc., 4500 Nordhoff Place, Englewood, N.J. (LO 7-4811)

Mailing Service, Inc., 4017 Ludlow Street, Philadelphia 4, Pa. (EV 6-5109)

Mailers, Inc., 550 North Main St., Freeport, N.Y. (PR 5-8830)

Shore Direct Mail, Inc., 911 First Ave., Astoria Park, N.J. (GR 3-2063)

Western Empire Direct Adr., 612 Howard St., San Francisco 5, Calif. (GA 1-8300)

CHICAGO	
Boudit & Company, Inc.	320 N. Dearborn St. (10) (SU 7-1722)
CLEVELAND	
Cleveland Letter Service, Inc.	740 W. Superior Ave. (13) (SU 1-8300)
Robert Silverman, Inc.	1270 Ontario St. (13) (CH 1-6757)
DETROIT	
Advertising Distributors of America, Inc.	444 Cass Ave. (1) (TE 3-0500)
Advertising Letter Service	2390 Jefferson East (7) (LO 7-9525)
National Mailing Corp.	6201 Grand River Ave. (6) (TE 3-2611)
R. L. Polk & Co.	451 Howard St. (31) (WO 1-9470)
ELIZABETH, NEW JERSEY	
Automatic Mailing & Printing Service, Inc.	829 Newark Ave., Elizabeth, N.J. (FL 1-2211)
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Printer Printing and Letter Service	2120 McKinney Ave. (CA 4-6176)
LOS ANGELES	
Krupp's Adv. Mailing Serv.	2390 W. Pico Blvd. (6) (DU 5-5421)
Catalog & Magazine Makers, Inc.	1417 North St., Andrews St. (NO 3-0181)
MIAMI, FLORIDA	
Ace Letter Service Co.	3800 N.E. 1st Ave. (PL 7-4577)
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Monahan Bros., Inc.	335 Gravier St. (524-8248)
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Advertising Letter Service, Inc.	45 West 18th St., New York, N.Y. (AL 5-4500)
Chase Direct Mail Service Corporation	305 East 45th St., New York (OR 9-3160)
Circulation Associates	1745 Broadway, New York, N.Y. (JU 6-3530)
Latham Process Corporation	209 Hudson St., New York 13, N.Y. (WO 6-4500)
Mailings Incorporated	55 West 13th St., New York 11, N.Y. (WA 9-5186)
Mailingograph Company, Inc.	39 Water St., New York 4, N.Y. (BO 9-7777)
Mary Ellen Clancy Co.	250 Park Ave., New York 17, N.Y. (YU 7-6733)
The St. John Associates, Inc.	75 West 45th St., New York 36, N.Y. (JU 2-3344)
NEWARK, N.J.	
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Woodington Mail Advertising Serv.	1304 Arch St. (7) (LO 3-1840)
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Ayer & Stred.	15 South Ave. (RA 5-6340)
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The Alan Company	1427 Lucas Ave. (3) (MA 1-4727)
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Accredited Mailing Lists, Inc.	10 East 39th St., New York 16, N.Y. (MU 3-1256)
Archer-Bennett List Service, Inc.	140 West 53rd St., New York 19, N.Y. (JU 6-3768)
George Bryant & Staff.	71 Grand Ave., Englewood, N.J. (LO 7-3200)
The Coolidge Co., Inc.	11 West 42nd St., New York 36, N.Y. (OZ 5-3225)
Dependable Mailing Lists, Inc.	381 4th Ave., New York 16, N.Y. (OB 9-7160)
Direct Mail Markets Company, Inc.	515 Madison Ave., New York 22, N.Y. (PL 9-2113)
Walter Drey, Inc.	333 N. Michigan Ave., Chicago 1, Ill. (RI 6-7453)
Walter Drey, Inc.	257 Park Ave. South, New York 10, N.Y. (OB 4-7061)
Guild Co.	160 English St., Englewood, N.J. (BR 9-0461)
Walter Kral, Inc.	Armonk, N.Y. (FA 4-3336)
Lewis Kleid, Inc.	25 West 45th St., New York 36, N.Y. (JU 2-0830)
Elli Kogos.	420 Main St., Webster, Mass. (943-2780)
Carl Levine Screen Mailing Lists	Fisk Building, 230 West 57th St., New York 19, N.Y. (JU 6-2086-7)
Willis Maddern, Inc.	215 4th Ave., New York 3, N.Y. (SP 7-4760)
Mosely Mail Order List Service, Inc.	33 Newbury St., Boston 10, Mass. (CO 6-3380)
Names in the News	45 West 18th St., New York 11, N.Y. (CH 2-3618)
Names Unlimited, Inc.	332 Park Ave., South, New York 10, N.Y. (MU 6-2454)
People in Pictures, Inc.	45 West 44th St., New York 36, N.Y. (JU 7-3774)
Planned Circulation	10 West 44th St., New York 36, N.Y. (MU 7-4158)
Richard Bueder Associates, Inc.	(D.L. Natwick)
The Roskam Company	136 West 52nd St., New York 19, N.Y. (CI 6-2662)
C. H. "Hank" Ruby & Co., Inc.	P.O. Box 855, Kansas City 41, Mo. (TA 2-1881)
Sanford Evans & Co., Ltd.	45 Research Rd., Toronto 17, Ontario, Can.
Wm. Stroh, Inc.	568-570 54th St., West New York, N.J. (UN 4-8800)
James E. True Associates	419 Park Ave. South, New York, N.Y. (MU 9-0650)
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Financial Lists	(E-Z Addressing Service)
Mall Order Lists	(The Roskam Company)
Motor Boat Owners—over 2 Million	(Allison Mailing Lists Business)
Opportunity Seekers and Start in Business	200,000 (William Stroh, Jr.)
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Active Mail Order List Co.	241 Lafayette St., New York 12, N.Y. (WA 5-2450)
Abbott National Mail Service, Inc.	41-26 Queens Blvd., Long Island City 4, N.Y. (ST 6-1688)
Allison Mailing Lists Corp.	329 Park Ave., South, New York 10, N.Y. (AL 4-8650)
Bookbuyers Lists, Inc.	363 Broadway, New York 13, N.Y. (WO 4-3871)
Buckley-Dement	555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3862)
Ed Burnett, Inc.	156 Fifth Ave., New York 10, N.Y. (AL 5-9650)
Catholic Directory, The Official	12 Barclay St., New York 8, N.Y. (BA 7-2900)
Clergy Lists, Inc.	1 Broad Ave., Fairview, N.J. (WH 5-3400)
Creative Mailing Service	400 N. Main St., Freeport, N.Y. (FH 8-4880)
Directory of Associations, Gale Research Co.	3414 Book Bldg., Detroit 26, Mich. (WO 1-2249)
Walter Drey, Inc.	333 N. Michigan Ave., Chicago 1, Ill. (RI 6-7453)
Walter Drey, Inc.	257 Park Ave. South, New York 10, N.Y. (OB 4-7061)
Dunhill International List Co., Inc.	444 Park Ave. South, New York 16, N.Y. (MO 6-3700)
E-Z Addressing Serv.	33 Washington St., New York 6, N.Y. (CO 2-9402)
Finger Publications	37 West 44th St., New York 10, N.Y. (JU 7-3774)
Fritz S. Hofheimer	20 E. 22nd St., New York 10, N.Y. (OR 4-6420)
Industrial List Bureau	420 Main St., Webster, Mass. (943-2780)
Industrial Machinery News	16237 Meyers Road, Detroit 35, Mich. (UN 3-5811)
Mailing List Computation Bureau	2570 East 18th St., Brooklyn 25, N.Y. (SI 3-5236)
Market Compilation and Research Bureau	10561 Chandler Blvd., N. Hollywood, Calif. (TR 7-5384)
Might Directories, Ltd.	192 Spadina Ave., Toronto, Canada (EM 4-1881)
Occupant Mailing Lists of America	230 North 4th St., Columbus, Ohio
R. L. Polk & Co.	Howard St., Detroit 31, Mich. (WO 1-9470)
Rashmir's Mailing Lists	5410 Canuteen Blvd., N. Hollywood, Calif. (PO 6-9539)
Raymond-Lee Associates, Inc.	52 Broadway, New York 4, N.Y. (WH 4-4487)
Report of Direct Mail Adv.	224 7th St., Garden City, N.Y. (PI 6-1837)
Research Projects, Inc.	40 Park Ave. S., New York 16, N.Y. (JU 2-0830)
Sistemas Postales, Edificios Imperial Office	94-95 Plaza Candelaria, Caracas, Venezuela
Special Correspondents	230 East Ohio St., Chicago 11, Ill.
Speed Address Kraus Company	48-61 42nd St., Long Island City 4, N.Y. (ST 4-5922)
William Stroh, Jr.	515 Madison Ave., N.Y. 22, N.Y. (PL 9-3113)
W. S. Ponton, Inc.	41 Hancock St., Freehold, N.J. (LO 9-5200)
Zeller and Letica, Inc.	15 Park 26th St., New York 38, N.Y. (MU 5-6278)
MAIL ORDER CONSULTANT	
Arthur W. Bandman	1 Main St., Roslyn, L.I., N.Y. (OMA 1-7000)
Direct Mail Markets Company, Inc.	515 Madison Ave., N.Y. 22, N.Y. (PL 9-3113)
Herbert L. Kellner & Associates	121 S. Wabash Ave., Chicago 3, Ill. (AN 2-2242)
Lawrence G. Chait & Co., Inc.	375 Park Ave., New York 22, N.Y. (PL 1-7220)
William Bogobin & Staff	628 N. Broadway, Chicago 46, Ill. (RO 1-6210)
MAILING LISTS — MAIL ORDER BUYERS OF LUXURY GIFTS	
Leslie Creations	Lafayette Hill, Pa. (TA 8-8704)
MANAGEMENT-MARKETING-MAIL ORDER CONSULTANT	
Lawrence G. Chait & Co., Inc.	375 Park Ave., New York 22, N.Y. (PL 1-7220)
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Pollard-Alling Mfg. Co.	220 W. 19th St., New York 11, N.Y. (CH 3-8020)

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Occupant Mailing Lists of America 239 North 4th St., Columbus, Ohio

Western Empire Direct Adv. Co. 612 Howard St., San Francisco 5, Calif. (GA 1-8509)

Western Empire Direct Adv. Co. 1417 Georgia St., Los Angeles 15, Calif. (RI 8-2251)

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Appleton Coated Paper Co. 822 E. Wisconsin Ave., Appleton, Wis. (KE 4-9441)

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Eastern Fine Paper and Pulp Div., Standard Packaging Corp., Bangor, Me. (2-5223)

Ecusta Paper Division, Olin Mathieson Chem. Corp. Pisgah Forest, N.C.

Finch, Fruye & Co., Inc. Glens Falls, N.Y.

Hancock Paper Mills, Inc. 115 Columbia St., Dayton 7, Ohio

International Paper Co. 230 East 42nd St., New York 17, N.Y. (MU 2-7509)

Kimberly-Clark Corporation. Neenah, Wis. (PA 2-3211)

Mead Corporation Dayton, Ohio

Nekoosa-Edwards Paper Co. Port Edwards, Wis. (Tel: 3115)

Pentair Paper Co. New York 17, N.Y. (TE 1-5250)

Pixel Paper Co. Ypsilanti, Mich.

Rex Paper Co. Kalamazoo, Mich. (PI 2-0151)

Rising Paper Co. Housatonic, Mass. (HO 47)

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Serg Paper Company Market Compilation and Research Bureau

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Goss Lithographing Company 42 West 61st St., Chicago 21, Ill.

Neo Printing Company, Inc. 23 E. Wesley St., So. Hackensack, N.J. (HU 9-5050)

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Offset Reproductions, Inc. 100 Hubert St., New York 13, N.Y. (WA 5-1196)

RESEARCH—DIRECT MAIL

Market Compilation and Research Bureau

10561 Chandler Blvd., North Hollywood, Calif. (TR 7-5384)

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Lawrence G. Chait & Co., Inc. 375 Park Ave., New York 22, N.Y. (PL 1-7226)

Ralph T. Curtis. 903 E. Powell Ave., Evansville 13, Ind. (HA 2-3794)

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Advertising Distributors of America, Inc. 444 Cass Ave., Detroit 1, Mich. (TE 3-0500)

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Circulation Associates 1745 Broadway, New York, N.Y. (JU 6-3530)

Globe Fulfillment Corporation 125 W. 24th St., New York 11, N.Y. (OR 5-4600)

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The William Feather Co. 3900 Clinton Rd., Cleveland 9, Ohio (AT 1-4122)

The Henry F. Henrichs Publications, The House of Sunshine

State & 4th St., Litchfield, Ill. (296)

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Direct Mail Advertising Assn. 230 Park Ave., New York 17, N.Y. (MU 9-4977)

MASA International 622 5th St., N.W., Washington 1, D.C. (DI 7-8633)

National Council of Mailing List Brokers

55 West 42nd St., New York 36, N.Y. (PC 6-0615)

Parcel Post Association 1013 Woodward Building, Washington 5, D.C.

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Stereo-Magniscope, Inc., photographic

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36 & 39

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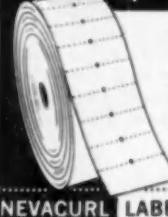
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If you've been wanting to make an "early-in-the-year" mailing, but have not had time to get one together; write for details and a free sample of our Brochure containing 72 luxury gifts that may be drop-shipped under your label. 52% average profit!

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NEW PERFORATED *All Purpose* LABELS



1. Pin-hole perforations for register at exact 1-inch spacing
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LABEL CO. 756 Fourth Avenue
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Postal Roundup

YOU ARE GETTING A VACATION from threats of postal rate increases . . . but don't be lulled to sleep. The vacation is only temporary . . . while Congress is not in session. Come January, the battle will start all over again.

There is plenty going on behind the scenes. The Administration will make a strong drive to have the House Committee-approved bill passed. It bogged down in last session because of a "closed rule" which prohibited amendments from the House floor. The Administration seems determined to raise postage in order to balance the budget, or because we need the money for defense. This reasoning violates the principles of the Universal Postal Union Conventions, which called for lowest possible postage rates in all countries, and which emphasized that postage rates should never be fixed as a method of taxation.

At the recent conventions in New York, both Senator Frank Carlson and Congressman Bob Corbett emphasized that they, together with Chairman Senator Johnston, would fight for the $7\frac{1}{2}\%$ of total cost to be repaid from Treasury to the Post Office to compensate it for purely public services not connected with the delivery of the mail.

If the public service policy prevails (cutting the so-called deficit down by about \$350 million) maybe we can avoid a too-stiff postage increase. But enemies of direct mail will be fighting to price us out of existence. The newspapers have already started a new editorial campaign against j-k mail and in favor of higher rates for third-class.

* * *

WITHOUT ANY fanfare of publicity and the showing of pornographic exhibits, our Post Office Department is really cracking down on violators of Obscenity Laws. By September 15 of this year the Postal Inspection Service had arrested 98 persons on obscenity charges, an increase of 21 percent over same period in previous year. There have been 69 convictions so far. Convictions for mail fraud on a comparable basis showed an increase of 47.1 percent.

* * *

IN THE Postal Bulletin of October 19, 1961 Postmaster General Day made a front page appeal to all postal employees . . . asking them to send in suggestions which might speed up the mail or reduce the cost of handling. For ideas adopted after evaluation . . . postal employees stand a chance of winning cash awards running from \$15 low to \$25,000 high.

We users of the mail are not in line for awards . . . but we ought to be willing to submit efficiency ideas to the Postmaster General. But don't waste his time with unworkable or unwise schemes. *

Zoo visitors were amazed to see a cage, labeled "Coexistence," containing a lion and some lambs.

The zoo director explained there was nothing to it—"Just add a few fresh lambs every now and then."

—From *Press Proofs*, h.m.
of the Brooklyn Press.



Frontporch Scuttlebutt

the gist of conversations about this and that with visitors to the Editor

WE HAD AN EMBARRASSING experience recently . . . caused by an invitation to a private dinner party for just a few friends. When we arrived at the appointed hour there was an unknown young couple present. They had "volunteered" to cook the dinner with their new nearly-waterless cooking ware. The pieces were shown to us in the kitchen. Finally, dinner was served. Food not bad, but have tasted better.

After dinner, the young man said he'd like to tell us about this new revolutionary cooking ware. He brought in a flip-sheet easel and proceeded to bore us with visual pitches. One of the guests interrupted to tell him that on one of the "recent" testimonials quoted . . . the man had been dead for twenty years.

After the flip-sheet demonstration in the library, we were asked to move into the living room and were assured there would be no high-pressure selling. The pots and pans (now washed by the young lady) were spread out on the carpet . . . the young man kneeling behind the display. I've never seen such a brazen exhibition of bad taste. He kept on talking for nearly two hours. One of the ladies had been asking him to tell her the price, but he kept delaying. Finally, he gave in and told us that the complete set would cost \$249. When some of us snorted, he declared, "Would you let price stand in the way of your health?" Then he told us he would allow us \$50 on our old pots and pans, bringing the price down to \$199. That would mean nearly \$50 per pan for the four main units.

The dinner guests finally got disgusted enough to depart . . . leaving the young man still on his knees, with a wasted and unprofitable evening.

The agency which prepared the terrible flip-sheet demonstration should be ashamed of its part in the program; the manufacturing company (a well-known one) should be ashamed of allowing someone in its organization to create the obviously insincere sales pitch which the badly-trained young man was repeating in parrot fashion. We will never again go to a home demonstration party even if they promise to give away gold bricks for free. And . . . we'll investigate all future dinner invitations to see that we are not caught in a sales trap.

The payoff came several days after the embarrassing evening. Leafing through *Better Homes and Gardens*, we spotted a current General Mills advertisement offering the same identical pots and pans by the same manufacturer as semi-premiums with the purchase of Betty Crocker flours and cake mixes. Instead of the nearly \$50 per pan quoted by the pitch artist, you can get the best pans for \$6.50 cash each and 25 Betty Crocker coupons. Or you can get all four for \$24 plus 90 coupons. Since most Betty Crocker cake mixes carry two coupons per box which costs 39¢ each, you can go to the store and buy 45 boxes for \$17.55; throw or give the flour away; add \$25; send General Mills a check for \$41.55 and you will receive all four of the home demonstrated set quoted at \$199.

To make matters worse . . . several days after finding the General Mills ad, we received a mailing from a Western States Claim Adjuster in Los Angeles, offering the same set of stainless steel waterless cookware (to settle

claims of creditors) for \$35 (reduced from \$199 charged at home parties). Then a few days later . . . in comes a bulletin from the Kansas City Better Business Bureau warning everyone to be careful about dealing with any of the eight or more Liquidating or Claim Adjusting Companies (started by two well-known promoters in various states) offering this cooking ware at low prices. In these cases, the pots and pans are manufactured by another company but with identical designs. The National BBB is asking media (newspapers and radio) to refrain from accepting advertisements which create the false impression that such cookware regularly sells at a higher price and is being "sacrificed" for some stated reason.

To confuse the situation still further . . . we received a 44-page, 5½" x 7½" catalog from Malley's home furnishing store in New Haven, Connecticut. The catalog is obviously a syndicated deal, created by Retail Marketers, Inc. Standardized inside folios with individual store copy on four cover pages. Listed in catalog are the same darn pans by the same reputable manufacturer for the grand price of \$14.99 per set of four.

I don't know what any of us can do about situations like this. Perhaps nothing. But it certainly shows a lack of morality in some marketing and advertising circles. Surely the agency which prepared the material for the silly flip-sheets and for the insincere sales pitches of the home demonstrator must have known that the product was overpriced and that it sold for much less in many places, including the nationally advertised and most reputable General Mills-Betty Crocker coupon deal. Perhaps the Association of National Advertisers can do something about things like this by demanding that the manufacturer be held responsible for the claims made during these home demonstrations. And all house-to-house sellers should have to get a license from local authorities.

Anyway . . . thought you all would enjoy reading about this experience. It would be funny . . . if it wasn't so serious. You should have seen the glum faces of the guests grouped around the pots and pans. You should have seen the frustration on the face of the young fellow failing to make his sales. I thought of a quotation credited to Anne Lindbergh: "The most exhausting thing in life is being insincere." That quotation can be applied to your direct mail. If your copy when completed sounds insincere . . . don't mail it. In these days . . . most people are quick in spotting phonies.

EXACTLY THE OPPOSITE SITUATION happened shortly after the pots and pans mess. Well-heeled widow friend of ours was invited to go to Naples, Florida, to investigate a new real estate development. The purpose was clearly stated . . . to show possibilities for present or future investment. A car would pick her up in Belleair Beach to drive her to Naples (about 200 miles away), take her on tour, feed and return her home. She didn't want to go alone . . . so asked permission to bring along the Hokes.

It was a delightful experience and proved that there are some honorable salesmen still around. Car with salesman-driver picked us up at seven a.m. On way down,

toured to ride around Cape Coral, which same company developed and which is now practically sold out. A beautiful retirement town. Arrived in fast-growing Naples in time for lunch at the company-operated fine restaurant. Then to the airport for a ride in a one-engine puddle jumper over the vast area, which is being drained and which will some day be the new community of Golden Gate Estates. The Gulf American Land Corporation will follow same procedure used in developing Cape Coral. At this stage of promotion only acreage is being sold—in units of $2\frac{1}{2}$, 5 and 10 acres for investment purposes only. No lots to be sold until streets, canals, utilities, shopping and school facilities are in. The salesman and officials were all courteous and low-pressure. Even the airplane pilot was a competent low-pressure salesman. Many invited groups from other areas were coming and going while we were there.

Our friend made a modest investment, but pushed herself into it after hearing that stock in Gulf American Land Corporation (on American Exchange) had gone from \$5 in January 1961 to $\$32\frac{1}{4}$ on day of our visit.

Arrived home safely about 12 hours after leaving. A glorious day in the sun, the kind of weather the Chambers of Commerce brag about. Brought with us the beautiful direct mail literature which some genius has created. Couldn't find out who did it. Not only beautiful, but tells the truth as we found out. You might like to write for a prospectus, but take the advice we always give to our friends—don't buy anything in Florida until you personally have inspected the property and have investigated every possible angle. The address of GALC is 557 N. E. 81st St., Miami 38, Florida, or just Naples.

SOME OF US SCUTTLEBUTTERS are getting sick and tired of listening to or reading promotions about the need for bomb shelters. Especially tiresome are broadcasts originating in the North urging us to build fallout shelters in our cellars. In our cellars? Who has a cellar in Florida? If we tried to occupy such a thing down here, we'd probably drown . . . since the water level is usually pretty close to the surface.

Personally, I think most of the hysterical propaganda for bomb shelters is a disgrace . . . bad for the morale of a supposedly great people. Some of the propaganda is actually dishonest. A whole new industry is taking shape as a result of hysteria. Associations connected with steel, cement, brick, etc. are jumping into the survival business with plans for perfect shelters. Even the lumber manufacturers, so we are told, are promoting the worth of their products (fireproof, no doubt).

Local contractors, including some outright racketeers, are rushing into the shelter building business although they know nothing about it. Medical and household products manufacturers are bringing out packaged survival kits or plans for what you'll need to equip your home shelter for a long stay underground. We hear that even arms manufacturers are interested. Some plans call for stocking your family shelter with shotguns, rifles, pistols and ammunition so that in event of attack, you can prevent unsheltered neighbors from barging in on your private world of survival. One fellow has advanced an idea for a boobytrap to place at entrance after your family is safe inside . . . to kill off interlopers.

It's hard to believe that the descendants of the hardy folk who fought the Indians and developed this country would turn into a nation of scared rabbits building burrows to hide in if an enemy (or its missile) crosses our frontier. The stupid clowns in the Kremlin must be laughing because of the way they have scared the hell out of us without firing a shot, in our direction.

Maybe I'm all wet . . . but I don't like the whole bomb

shelter propaganda any more than I liked the unwise promotion of a Civil War Centennial Celebration.

In the first place, I don't believe Russia will start a nuclear war. I believe our country is powerful enough to strike a quick devastating retaliation attack. The Russian people don't want to be destroyed anymore than we do, even though jerks like Zorin and Khrushchev act like ruthless conquerors. But they can kill us all mentally if their bombast turns us into defeatist rabbits slinking into our holes of fear.

Suppose a 50-megaton bomb should drop on New York, Chicago or Washington. Just what is survival worth? Every bank and stock exchange in the country would be closed. Your money, your stocks would be worth nothing. You might even be sorry you survived.

Wouldn't it be better to promote a positive, frontier-type of thinking? Instead of building rabbit hutches and running scared, instead of pleading with the Russian bullies to "come to terms," why not deprecate their threats? Tell them we will not be scared. Tell them that if they try anything, we'll blast them to kingdomcome.

All this talk and advertising about shelters for 180 million people is weakening the traditional American spirit and it may destroy the serenity and confidence which are needed to combat the threat of worldwide communism.

Instead of running scared into holes in the ground, we should be willing to support all efforts to make this country strong. Individually, we can campaign against the sick little minds poisoned by hatred which are doing just the opposite. We can ridicule and expose the Birchers and their like who are preaching that the way to fight communism is to impeach Chief Justice Warren; or to smear our elected officials; or wreck the United Nations; cut out all nonsense about aid to education, slum abatement, or giving all citizens equal rights and opportunities. The enemies within are just as dangerous as the threats from Moscow . . . and closer to us.

As the Christmas season approaches, I can't help wondering what would happen to the new shelter industry and many others if the man we worship on the happy day succeeded in creating his ultimate miracle . . . "Total All-Inclusive Peace."

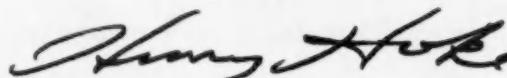
But that isn't possible right now because we haven't achieved international civilization. As one friend put it, "Civilization is nothing more than the slow, tedious process of learning to be kind." Our enemies abroad and at home haven't yet learned to be kind.

FOR THIS LAST SCUTTLEBUTT of 1961, I had planned to write short observations on miscellaneous subjects taken from many clippings and notes piled on my desk. Ran out of space. Will tackle during 1962.

I'll probably receive a few hot letters complaining that I shouldn't waste space on "irrelevant" topics like pots and pans, real estate developments, bomb shelters and bigoted Birchers. But I still believe all subjects related to how people are thinking have some bearing on your direct mail. Even controversial subjects provide healthy mental exercises.

In order to save time, I may adopt the technique used by H. L. Mencken. When he received a long, critical letter, his standard reply was, "You may be right, Sincerely yours." That ended the debate.

Have a happy holiday season,



3 Bluff View Drive
Clearwater, Florida
Telephone: 584-3848

Why do people read between the lines?

It's just human nature. When busy buyers scan your catalog or sales brochure, they are unconsciously influenced by more than the text and pictures. The craftsmanship and material that go into your printed message will also determine what they think of your company's character, personality and philosophy.

The skill and experience of a good printer can help you tell an effective selling story "on paper". So consult him early in the planning stages. He'll be able to help you in many ways. Very likely he'll recommend Warren Paper, too. Because Warren Paper takes a good impression — and makes a good impression. S. D. Warren Company, 89 Broad St., Boston, Massachusetts.



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